Canadian Home Economics Journal

Revue Canadienne d'Economie Familiale

Summer 1982 Volume 32, No. 3

Eté 1982 Volume 32, No 3

Home Economists and . . .

Les Economistes Familiaux et . . .

Business

Le Commerce

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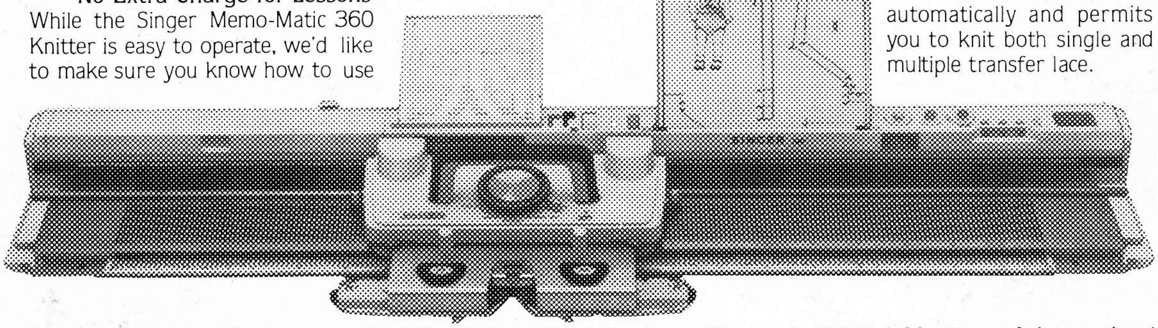

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Canadian Home Economics Journal

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Summer Issue 1982 **Volume 32 No. 3**

CHEA Affairs

Focus On: Home Economists and Business

Research Section

General Section

Departments

Published quarterly
Canadian Home Economics Association

Association Canadienne d'Economie Familiale

CHEA CONFERENCE 1982

Linking: Beyond Boundaries
Liens: Au-delà des Divergences

Canadian Home Economics Association

July 5-9

Hotel Macdonald — Edmonton, Alberta

TO MEMBERS, ASSOCIATES AND LINKING PROFESSIONALS:

It is with pride that the CHEA Conference '82 committee members invite you to what we hope will be a stimulating and challenging national convention. The Macdonald Hotel in Edmonton was selected for accessability to all parts of the city and for your convenience while you are here. The dates, July 5-9 will link our hearts and minds to new ways and means of enhancing our professional activities through the sharing of ideas and interests. The program planners have worked diligently to produce a unique series of presentations and workshops which will assist in the evaluation of an association deeply committed to families in a continually changing society. A select contribution from our researchers across the country will give fresh insights that will help to lay the foundations that enable the association to face challenges, changes and choices for the present and the future.

You will be presented with fresh insights into the fashion world. Outstanding designers will describe their philosophy and present their models.

Our link with the Third World, made possible through the Canadian International Development Association, will bring members together with foreign students now attending Canadian universities. Let us give our visiting members a warm welcome and help them to make this occasion a substantial contribution to their future work in their homelands.

A host of Canadian exhibitors has always added zest to the conventions and this year is no exception. Come and support those who help to make our convention possible.

Pre-conference workshops and special group meetings reach at the core of our means of expression and communication. Each special group meeting has been accommodated to the best of our ability to make it a success.

The extent of Alberta from the Rockies to the Prairie and to the expansive North make possible a plan for each of you to enjoy the West at its best. Through planned trips and tours this vast country is yours.

Let us demonstrate our strength and patriotism for a united Canada through an association that boasts membership and community activity from East to West and through the far flung North.

Shanon Pisesky *Edith Down*

Conference '82 Co-Chairmen

CONFERENCE COMMITTEE: left to right (**back row**) Anne Kernaleguen (*secretary*), Linda St. Onge (*Board liaison*), Valeta Lang (*hotel*), Irene Warnick (*hospitality*), Elinor Burwash (*exhibits*), Wendy Boon (*meals*), Aileen Whitmore (*entertainment*), Ann Peterson (*registration*), May Wong (*hospitality*), Elaine Ford (*special groups*); (**front row**) Joan Kucharski (*treasurer*), Doris Badir (*program*), Edith Down and Sharon Pisesky (*co-chairmen*), Roseanne Tarnowski (*exhibits*), Carol McLean (*registration*). **Missing:** Brenda Neil (*pre & post-conference*), Carol Gilfillan (*program*), Sandy Wallick (*publicity*), Betty Mullen (*printing*), Tom Abernathy (*research papers*).

Focusing on Reflections

President's Message

May Maskow

As I prepare to pass on the beautiful silver chain of office which symbolizes the presidency of CHEA to Margaret Wallace, your new president, I cannot help but reflect upon the accomplishments of this association over the past two years. While there were some possibilities, no single event boiled over into a headliner. Instead healthy activities bubbled simultaneously in many areas.

I would like to reflect upon these by putting seven views of the association into focus, much as a photographer would. The scenes selected from perhaps hundreds of possible candid shots are individual and the focus personal. And, artistic criticism of these reflections is invited.

Focus One: **Professional Clarification**

Recognizing that a profession cannot be strong without a clear image of itself which it can portray to others, a number of task forces are at work clarifying our profession's issues. They are: • defining the profession • prescribing how its members should be educated • determining its ethical context • outlining the determinants of registration.

One observes this as a very healthy activity for a profession. What makes this view so positive is that scholars are now providing a sound intellectual base for these considerations. Note articles in recent *CHE Journal* editions.

Focus Two: **Long Range Planning**

Reviewing CHEA's long range plan with one year objectives that are assessed, discussed, prioritized and evaluated at each board meeting is now standard practice. Hand in hand at each meeting goes financial planning and budgeting. These are necessary to make these objectives a reality and to give the membership clear statements of the association's fiscal position. This picture is relatively new and is placed on a background of tough financial times. The intensity of this activity and the creativity and teamwork that is taking place makes this picture encouraging.

Focus Three: **Direct Membership Benefits**

A stimulating journal and informative newsletter published quarterly, membership directory, insurance plan, annual conference and response to Operation Alert are some of the services provided directly to members. But these only make up half of the picture. The other half — the less visible indirect services provided by CHEA — may be more significant in the long run. These are the representations made to government, business, industry and the public on behalf of Canadian home economists. An example of making a statement to the public was the public service announcements that were shown across the country. It is my view that this indirect, less visible half of this picture is growing in both scope and importance for the profession as a whole.

Focus Four: **Association Management**

The picture here now is strong, clear, and businesslike. Communications, publications and personnel respond ably to membership needs. Lead by a most effective executive director your association's board and executive receive the backup that facilitates action. Offices are attractive (with shared space and equipment for fiscal efficiency). Members who visit Ottawa are invited to drop in to see the facilities of *your* association.

Focus Five: **Issues Orientation**

This is again a fairly new picture for CHEA. Infant feeding, equal pay for equal work for women and men, adolescent pregnancy, textile flammability and concern for the elderly make this scene look somewhat like a modern painting as far as the composition is concerned. Yet our response to these issues are again clarifying what we are about and the perspective (of family) from which we see them. Also one can observe that experience as an association is being gained in "how to" deal with these and other issues. Note the CHEA sponsored workshops, "Shaping Public Policy" and "Issues Forum".

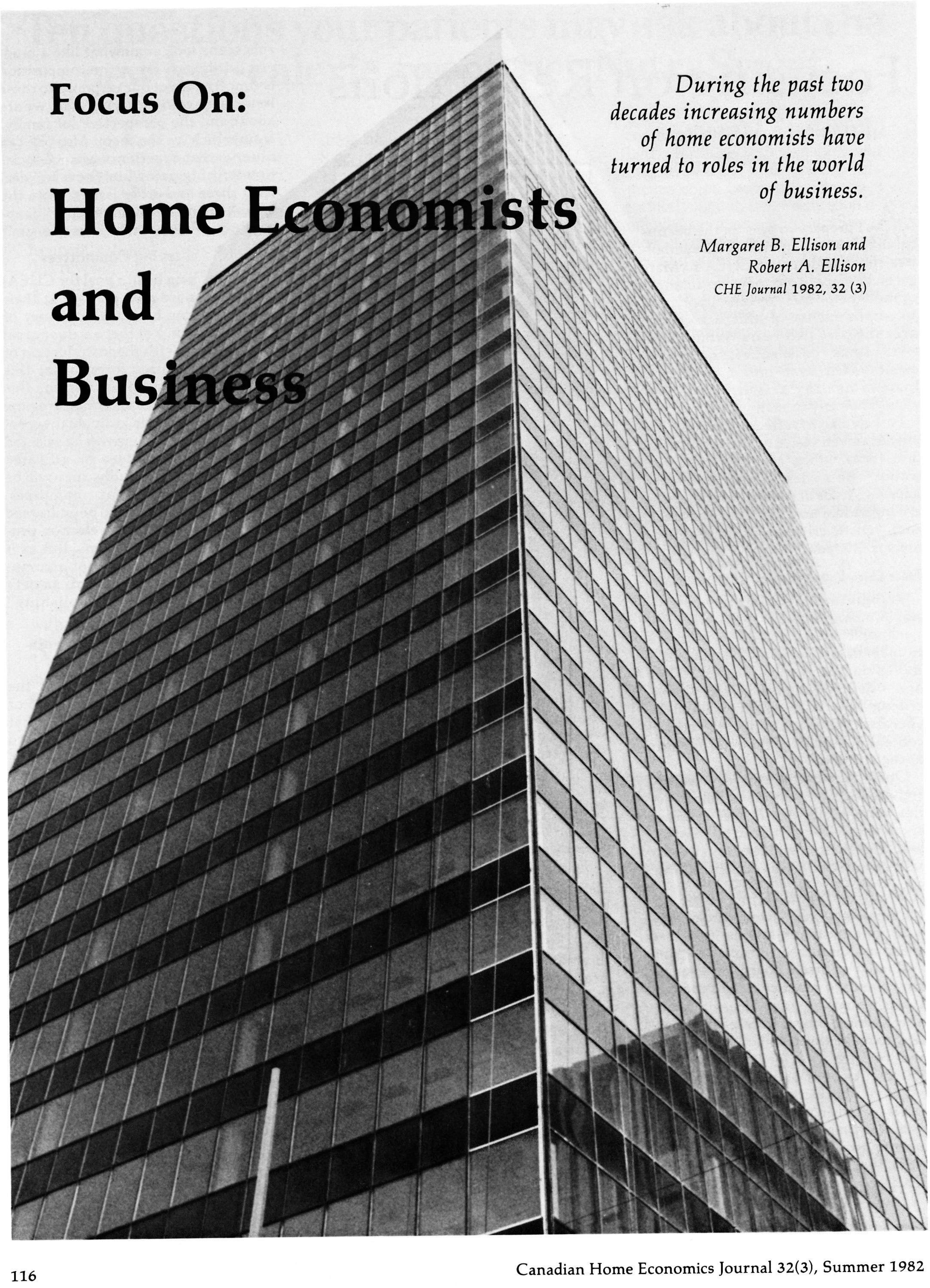
Focus Six: **Achieving Committees**

This has long been a goal for CHEA. Committees are now perhaps at their most achieving best in the history of the association. Yet there are very real concerns that with the introduction of the new structures format that this will severly curtail if not destroy this activity. Committee chairmen are now nominated for their individual expertise. In the future they will be selected first as representatives of affiliated associations and secondly, they will be asked to chair particular committees. Perhaps this concern will be addressed by further refining the selection process of affiliate associations. But as it stands now this is a view of accomplishment with a twinge of anxiety about maintaining "accomplishing" committees.

Focus Seven: **Change in Board Representation (Structure)**

When accepting the report of the Structures Task Force your Board of Directors put into motion a plan that will take years to enact. Board members will be selected by affiliate associations rather than be nominated by individual members. This is aimed to get a more "grass roots" input from across the country. Board members will then represent a particular constituency and be a direct link to local associations. This scene is one of change bringing with it the difficulties and benefits that are characteristic of change. This move will be positive for the association and indeed for the profession if carried out with patience and dialogue.

From my clouded crystal ball I see two challenges looming for focus by your next executive. The first is a public relations thrust (which should be facilitated by the professional clarification being undertaken). The second is acquiring the financial base that will enable the association to fulfil the aspirations of its committed leadership. To the new executive — success and happy focusing. •



Focus On:

Home Economists and Business

During the past two decades increasing numbers of home economists have turned to roles in the world of business.

Margaret B. Ellison and Robert A. Ellison
CHE *Journal* 1982, 32 (3)

Expanding the Options!!

Recognizing the Importance of a "Network"

Diana M. Smith, Guest Editor

You are the center of your own universe. You have lines strung out to all parts of it. Where your universe interacts or overlaps someone else's, your lines cross that person's. Hundreds, maybe thousands, of other people's universes feed into yours. If you could draw a map of them all, you'd have a mesh or a web, a huge fishnet — "a 'network'. Everyone is set smack-dab in the middle of a vast network, if only she realized it." (Marilyn Kennedy, in *Networking*, by M.S. Welch, 1980, p. 56)

That's the essence of networking, a lively, active activity which generates its own synergy and **excitement**. It's a *new* idea, if one reads the popular literature, a concept whose time is ripe. But home economists in many ways have used many of the elments of trendy networking in establishing their *universes*, both professionally and personally.

Networks are credited with grooming future prime ministers, corporate presidents, and great leaders. Their essential elements include an element of sharing, of needing each other, of being supportive and of mutual benefit. Equally important is the clearly understood purpose of getting ahead, of clear-cut goals, of a strong sense of self-interest, coupled with a sense of group interest. In an effective network there exists a level of trust and candor which can provide much support and benefit. Networks are designed to lead people to power, to understand it, humanize it, and use it.

Powerful points of networking include established groups and institutions — groups, clubs, social and professional organizations, and work-related activity. The difference in the "network" is that it is formed for the express purpose of helping one another. A network may be artistic, political, business, professional, family-oriented, sports, creative, and may be formally or informally organized. In all instances an effective network will bolster self-esteem, confidence and awareness, provide opportunities for communication, validation, and peer support.

Many home economists are part of women's networks, business networks, education networks, social networks, academic networks, etc., and in their individual ways do much to reinforce their self-confidence and ambitions, as well as provide much to the group in sharing their expertise and knowledge. Involvement in networks where men and women see informally (and formally) the considerable skill and expertise of home economists will lead to a more accurate public perception of the role of a home economist.

There exist many opportunities (both for individual and group development) to strengthen the intra-professional network of home economics. **Have we "matured" in our insight to recognize and understand the connecting points of the diversity of specialities in home economics (e.g., business, education, dietetics, family studies), and to strengthen the impact on the public of commonly shared expertise and goals?** There is a potential for home economics associations to be powerful networking tools. To do this, there must be

- a commonly held group of goals
- a recognition that *looking* after one's own self-interest is O.K.
- a climate where dialogue and communication occur
- support and involvement of the *role models* and *mentors* in the profession — the directors, consultants, managers must see their significant role in developing the future of the profession
- active encouragement of the involvement of beginning professionals

The networking process finds you where you are. How you build yours, and for what purposes, will depend on your current situation, and your career goals. Recognize their significance to you and use them effectively.

Diana Smith has held the position of Executive Director of the Canadian Home Economics Association for two years, a position which involves the management of the CHEA National Office, support to the Executive and Board of Directors, and liaison with other organizations and government departments related to the field of expertise of home economics.

A graduate of the University of Alberta, Diana has experience as a home economist in entension and education in several provinces, and has been involved in women's issues, and community action (particularly day care, and community-based initiatives). She is part of several formal and informal "networks".

Home Economists: In Independent Business

To highlight the theme of this issue of the Journal, five home economists who have established their own business are spotlighted. They are representative of many home economists across Canada who have taken the initiative and the risks to set up their own business. All of them feel the benefits of being their own boss and the satisfaction gained by using their unique talents makes the long hours, the constant pressure and the insecurity well worth the effort.

As well, a home economist who has recently started her own consulting business offers ideas on making a career change.

Following these articles, another home economist reflects upon a business trip to Japan to the Matsushita Electric Company, a highlight of having her own successful business.

Forest Distributors Limited

Table and Giftwares

Janet Forest

Janet Forest has a M.Sc. in Clothing and Textiles and a B.Ed. in Home Economics from the University of Alberta. She has taught home economics in Australia, and at various institutions in Edmonton. Janet was president of the Alberta Teachers Association Specialist Council in 1978-79. She is now an active member of the Edmonton Chamber of Commerce.

Forest Distributors Limited presently import, warehouse, and distribute a few lines of table and giftwares to approximately 150 retail outlets in Western Canada. As president of the firm which incorporated in 1974, I find my job most stimulating and challenging. Since my background was not in the business area, I've had a great deal of learning to do. The business started small and grew gradually so I learned what I had to as the need arose: from basic bookkeeping and accounting to obtaining irrevocable letters of credit and customs clearance. I enjoy developing my own systems for purchasing and inventory analysis and control. We know exactly how many of each of the 400 items we have in stock by referring to our running inventory and we have re-order points at which we order more of each item. It is a good system because it takes into account average monthly sales, trends and shipments arriving every 6 to 8 weeks, taking about three months from the date of our telexed order. Last year, I considered going on computer but after two months of research, decided it was not appropriate at this stage for our size of firm. The Canadian Institute of Management offers excellent business, computer and marketing courses which I found most interesting. I would highly recommend these courses if one is considering or presently running a business.

Originally, I did everything myself but since the firm has grown, we now use the services of an accounting firm, a broker to handle customs clearance, a trucking firm to bring the shipments in bond from the docks and delivery firms to handle our outgoing shipments to the stores. We employ a secretary in the office, a shipper and receiver in the warehouse and have a few salesmen to do the travelling. This allows me to spend my time in the area of planning and policy. It also offers the unique opportunity and flexibility required to run the business and fulfill my family commitments.

Finally, my business has provided for some very interesting overseas trips to the Orient to such fascinating countries as Thailand, Hong Kong and Taiwan. There is also a great deal of personal satisfaction in running a successful business. •

Vi's For Lunch

Specialty Restaurant

Vivienne Horn

Vivienne Horne obtained her Bachelor of Education in Home Economics from the University of Alberta in 1970. She then taught home economics in Grande Cache, Alberta and Kelowna, British Columbia. Following six months of travel in Europe, and various jobs with an Edmonton restaurant she opened her own small restaurant, *Vi's for Lunch* in 1979. Vivienne opened a second restaurant in 1981 *Vi's Across the Street.*

Opening a small restaurant was always a pipe dream of mine, and in October of 1979 this pipe dream came true. After a year of contemplation and experience at a large Edmonton restaurant, I decided it was prime time to venture out on my own. I felt Edmonton was lacking in small interesting places to eat, and when a suitable location with a low rent became available in a busy downtown area, I felt the time was right. With independent financing, I began the start of many long working days.

The location I chose was very small with seating for about 20 customers. In summer this expands to 30 with the availability of a small outdoor eating area. The limited seating, and the limited kitchen facilities determined to some extent the menu — soups, salads, breads, muffins, desserts and a daily special — items suitable for takeout. As well, the menu was dependent upon the hours of work I set for myself — I knew I didn't want to work evenings.

From the start, one of my biggest problems has always been staffing. One is constantly having to cover for staff and as owner, I'm always on call. But because my policy is to pay staff well, and because I've generally been able to develop a good repoire with staff, even this problem has not been major. In fact, many actors, musicians and others who work part-time really want to work at *Vi's*. I've been able to develop loyal staff as well as loyal customers. This helps to make *Vi's* a "fun place" at which to work and eat.

In five and a half years of teaching home economics I developed skills that have been particularly helpful in my restaurant operation. After learning the necessity of giving students clear instructions, I've found this skill most useful in working with staff. Knowledge of the time it takes for various types of food preparation, and quantity ordering skills have also been helpful.

For anyone who enjoys hard work and long hours and who is willing to make their business their way of life, I would highly recommend one's own business. There are many sacrifices in the early years and it certainly helps if one is willing to do as much of the work herself — whether it's painting, decorating, or bookkeeping. The satisfaction of being one's own boss, the challenge of developing business skills, the creativity of food preparation and the opportunity to talk with people all day have been well worth my effort.

With the inclusion of *Vi's for Lunch* in Anne Hardy's *Where to Eat in Canada*, with the loyalty of regular customers, and with the daily deposits I've been able to make at the bank, I was able to obtain a Small Business Development Loan to establish *Vi's Across the Street*, a larger facility with commercial cooking equipment. This second restaurant opened in July 1981. With the management of two restaurants and with the consulting I now do for others interested in starting a restaurant, the pace has not slowed down. But it's a pace I wouldn't want to change. •

Year Round Celebrations

Christmas and Gift Shop

Leanne Forest Zapisocky

Leanne Forest Zapisocky was born in Edmonton into a French Canadian family. This gave her a head start on bilingualism as her education through to first year university was entirely in French. Leanne graduated with a B.Sc. (H.Ec.) from the University of Alberta in 1970 and that same year married Bill Zapisocky, a local high school teacher and marathoner. They have three sons. Besides her family and business responsibilities, Leanne still finds some time to enjoy reading, sewing and skiing. She is fully committed to making a success of *Year Round Celebrations* and, consequently, spends five to six days a week at the shop.

Welcome to *Year Round Celebrations, Christmas and Gift Shop!* This shop, as its name implies, is a bit unusual, especially for a city like Edmonton, in that most Christmas shops are located in *tourist* areas such as San Francisco, New Orleans and Miami. But, as its name also implies, a number of other events are celebrated here. For example, Valentine's Day, Easter, Canada Day, birthdays and anniversaries. This is the framework that supports the notion of showing and selling Christmas merchandise 12 months of the year. It's a fun shop — one that customers have even called "magical". Needless to say, I love my work!

As owner-manager-jack of all trades, I find any given day will involve banking, serving customers, receiving merchandise, rearranging displays, paying bills, answering phones and planning the next celebration. It's the planning that has always interested and challenged me the most, from the initial paperwork to determine the feasibility of the idea, to the planning of the original stock mix, and on the planning of new themes and merchandise for Christmas 1983. Yes, Christmas 1983! As far back as November of 1981, suppliers were discussing merchandise for Christmas 1982. And as I write this in March, my staff and I are busy trying to figure out how all that exciting stock for Christmas '82 is going to fit into 1000 square feet of store. One aspect of the planning that is a real highlight of my work is the buying. Fortunately for me, most of the buying is done in cities outside of Alberta, cities such as Toronto, Montreal, New York and San Francisco. It's a wonderful opportunity to combine business and pleasure.

My retail experience, gained through working in many diferent-sized stores, has perhaps been the biggest factor in the success of *Year Round Celebrations.* My home economics course at the University of Alberta and Department of Extension classes in small business, advertising, negotiating and accounting have also been helpful. Thinking back on my undergraduate studies, I realize that information gathered in classes on audio visual presentations, and economics has certainly come in handy. (I'm still not sure where or when I'll fully appreciate those chemistry courses . . . but if nothing else, they did give me an opportunity to struggle!).

Magic of Color

Fashion Consultant

Susan Schultz

Susan Schultz graduated from the Textile and Design Program, Faculty of Home Economics, University of Alberta in 1968. One summer she worked at Harrods Department Store in London, England which aided in developing her strong interest in fashion. After her marriage and move to Prince George, British Columbia, she worked for two years in advertising, display and retailing as well as teaching home economics at the high school level. From 1971-1980, during the time she was at home with her son and daughter before they started school, Susan kept in touch with the fashion world by producing a daily local radio show entitled *Fashion Potpourri*. In 1979 she began to offer *wardrobe planning seminars* and since October, 1981 has been working "more than full time" to become established as a fashion consultant.

Are you a *Winter, Summer, Autumn* or *Spring*? The answer to this question will guide both women and men in their choice of color in clothing, and aid them in their planning toward a core wardrobe. I use the "Seasonal Color Theory", popularized by the current bestseller *Color Me Beautiful* (1980) written by the American author Carole Jackson, as the basis for my seminars.

These full-day seminars, regularly held at a hotel in Prince George, as well as at locations in Edmonton, are restricted in size to ten participants. The format for the seminar comes from 15 years of information gathering, including theory obtained from my textile and design background at University. The seminars begin with an explanation of the *Seasonal Color Theory* and a look at basic color theory.

The *Seasonal Color Theory* was originally developed by an American Suzanne Cahill on the basis of an individual's personal coloring being either warm or cool. Those with warm coloring have golden undertones to their skin and may be either *Autumns* or *Springs*. Those with cool coloring have blue undertones to their skin and may be either *Winters* or *Summers*. The difference between the two seasons in the warm and cool categories comes from the variations in value and intensity in an individual's skin, hair and eye coloring.

After an extensive explanation of the *Seasonal Color Theory*, in which I make use of illustrative posters which I have prepared with photographs of women in each of the four seasons, I proceed with an analysis of each participant's personal coloring, and an examination of the colors each participant has worn most successfully in the past. The next step is a "color draping" to determine the most flattering colors for each person to wear. This simply means draping at least 30 colors at the neckline, and observing the changes in her general appearance caused by the fabric color.

At the conclusion of the *draping*, the participant receives 30 colors from her "seasonal palette", and distinguishes those which were the most flattering to her.

The next step is to analyze my clients personality according to the *Yin and Yang Theory of Dress*. In this analysis it is determined whether she is a *Dramatic, Athletic, Classic, Romantic, Gamin or Ingenue*, or a composite of several types. I feel that it is as important for a woman to know her personality as it is for her to know her best colors. With an understanding of both theories, a client will have a good understanding of how to develop her own personal fashion flair. She will know not only what colors to look for, but also the style details she should be choosing in those colors.

Finally I tie all this information together with a look at "basic wardrobe planning", using garments from local stores as examples of the "core building technique". I close the seminar with information on accessorizing, including scarf-tying techniques, as well as a "seasonal make-up guide" for each participant.

As well as holding seminars, I make presentations to larger groups, often as a luncheon speaker at a convention. I don't restrict this presentation to women only, as I find that more and more men are becoming aware of the need for a strong purchasing plan for their wardrobes, and they are equally interested in the *seasonal color theory*. In fact, many husbands of my seminar participants are phoning and asking if they can make arrangements to have their "color draping" done!

I find the positive response to my presentations very rewarding. A Christmas card from one seminar participant summed it up when she stated her overwhelming appreciation for the information shared with her, "I can't tell you just how much it has changed my life". The number of color and fashion conscious consumers is growing rapidly!

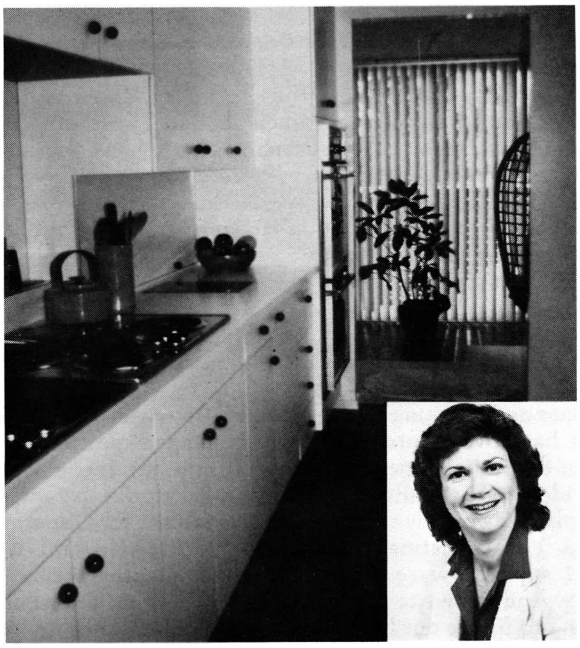
I take great satisfaction in the fact that my seminar participants are becoming very aware consumers. As a home economist I emphasize "consumerism" during these seminars, which I think makes my presentation unique. I stress the fact that a woman doesn't have to be swayed by what is "in fashion", but rather to purchase what is fashionable for her. There are many women with varying backgrounds offering "color-coding" in various cities across Canada. I feel that my training as a home economist allows me to handle the topic of "wardrobe planning" in a qualified manner, because of the theoretical background I obtained through my textile and design training. I would encourage any home economist with an interest in clothing and fashion, and with a desire to work independently to look at free-lancing. I feel that I am making a worthwhile contribution as a home economist, and am thoroughly enjoying my occupation! •

MSB Consultants

Kitchen Planning Service

Barbara McClaren

Barbara McClaren graduated from the University of Alberta with a B.Sc. (H.Ec.) in 1967 with extra studies (1968) toward a master's degree at Iowa State University. Early job experience involved design consulting and sales in the home furnishing area. Apart from consulting, Barbara has taught numerous courses in the Faculty of Home Economics, for Grant McEwan College and the Department of Extension.



MSB Consultants grew out of market demand and a fusing of two home economic disciplines: home management and applied art/interior design. The business was formed as a partnership in 1971. The partners included: Elaine Barnes, B.Sc. H.Ec., Alice Summers, BHE, and myself. Marianne Scott, B.Sc. E.Hc. replaced Alice Sumers as a partner in 1975. Elaine Barnes and Alice Summers were sessional instructors in home management at the University of Alberta. As such, they were in an ideal position to recognize the demand for objective, professional design advice in both kitchen renovations, and new home construction.

Our collaboration brought a unique melding of home management theory and skills, kitchen planning theory, aesthetic standards, knowledge of materials and products, and knowledge and skill in space and storage planning in home design. The focus of our approach was on personalized, functional spaces; primarily kitchens, but also bathrooms, utility rooms, sewing and laundry areas. These were all areas in which we felt space and storage should be specifically designed to perform efficiently, dependent upon the unique family and physical situation. This demanded an objective analysis of functional needs, and a creative solution to satisfy physical, emotional, and aesthetic requirements. We felt the uniqueness of our service was this "focus", and our independence from the marketing of any specific product other than "good design".

MSB Consultants has retained this focus on creative, functional designs for kitchens. Our services include individual home consultations to suggest storage rearrangement and improvements to existing cabinets, alternative design solutions in renovations and new home construction; and detailed floor plan and storage designs.

We are very optimistic about the future of our business. With the present economic climate and the depressed state of the building industry, the renovation market is undergoing a period of rapid growth. Many homeowners are recognizing the value of professional design advice such as *MSB Consultants* provides.

Marilyn Kaiser and Associates
Consulting Firm

Marilyn Kaiser

Marilyn Kaiser received her B.Sc. (H.Ec.) from the University of Alberta. She was employed with the City of Calgary Electric System for nearly 13 years prior to starting her own company. The last position held was that of Customer Relations Manager responsible for business negotiations with the utility's customers, all external and internal communications, and administration of customer servicing policies.

Marilyn is a member of numerous professional associations including Canadian, Alberta and Calgary Home Economics Associations, the Alberta Society of Human Resource and Organization Development, and the Canadian Public Relations Society. Her community activities include serving as a director on the boards of the United Way and Meals on Wheels, serving as a member of the Creative Living committee of the Calgary Exhibition & Stampede, serving as a volunteer for the Calgary Sexual Assault Centre, and volunteer Chairman of the Public Service Sector of the United Way Campaign 1981 and 1982.

Why do we make career changes? I suppose there are innumerable reasons — to escape a job which has become dull or routine; to seek increased personal or financial rewards; to escape an atmosphere that has become stiffling or unproductive; to satisfy an urge to try something totally new and different; to pursue personal growth and development. I'm sure each of you who has made a career change could add to this list.

My decision, a very difficult one, was made last November after more than 12 years in various positions with the City of Calgary Electric System. I loved the work, the people, the company. But for me, a number of "clues", symptoms", "visions", "frustrations", "dreams" added up to the need for a change.

Having made my decision and giving what amounted to about three months notice, I endeavored to crystalize in my mind exactly what I wanted to pursue. One of the important first steps was to allow myself to recognize my existence separate from the Electric System. This drew upon my self-esteem and led me to a detailed analysis of my interests, knowledge, skills and positive business experiences. I was committed to going into business for myself.

Of course you can't take this kind of leap into the great unknown without a lot of support from husband, colleagues and friends. Their enthusiasm and support continues to bolster my belief in myself and my decision whenever I start questioning my sanity and the downturn in the economy.

So, in February of 1982 I formed *Marilyn Kaiser & Associates*, specializing in project administration and human resource development. The project administration aspect of my work relies on years of management, public relations and marketing experience. Fortunately it has also provided some necessary income in the company's first few months of existence.

The human resource development side of the business also draws on my management skills related to people and some very rewarding experience in staff development and training.

The excitement of learning about and starting a small business has been exhilarating. Fortunately a service business requires very little capital investment so can be started without any debt — a major consideration of the most practical kind. The realization that I must now create my own work rather than responding to the needs of the corporation or of a staff of 20 has at times been humbling, to say the least. The slowing of the economy and the realization that I can't conquer the world, let alone Calgary, overnight has taught me patience.

The rewards even after a few months are evident: • the sense of accomplishment in seeing a project through to completion; • more flexibility in hours of work which allows time for valued volunteer activities; • the first invoice issued and payment received; • the realization that there have been many valuable contacts made over the years.

The difficulties and adjustments are evident as well: • operating a business out of my home; • the lack of stimulation that I was used to in an office environment; • the problem of clearly defining, for myself, the definition of success.

A "rookie" of three months is hardly in a position to offer a vast array of words of wisdom to anyone contemplating starting their own business. However, I would like to pass on some suggestions which have proven invaluable to me.

- Write out a brief description of at least two particularily pleasant and rewarding experiences you have had. Identify why those experiences were satisfying for you and translate those reasons into a personal values checklist.
- Pursue a career change that allows you to meet these values on the job.
- Establish a list of mentors, supporters and business contacts that can give you assistance and encouragement.
- Keep this list handy and use it as often as the need arises.
- Have patience to watch your business grow in an orderly fashion. Everything takes time and hard work. •

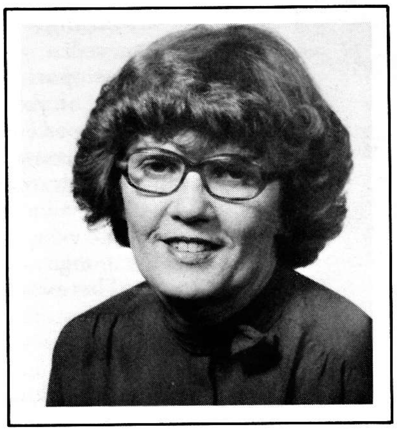
Reflections of My Trip to Japan

Betty Shields

One busy day in January 1981 I remember so well. I received a telephone call from the Ottawa Panasonic Distributor. Its purpose was to inform me that I had been selected to go with 19 other Canadian Panasonic Microwave Dealers to visit the factories in Japan for a Panasonic Microwave Oven Marketing Panel. Dealers were selected in each area that had contributed most to Panasonic Microwave Oven sales and use. After being in business only 2½ years I was thrilled.

On March 27th, 1981 I left Ottawa to join the rest of our group in Vancouver. We were met at Osaka with flags waving, cameras snapping and a beautiful large bouquet for the only woman in the group — myself. At the hotel we were welcomed with a reception where each plate and each hors d'oeuvre was a picture to behold. After not sleeping for many hours, the small but beautiful hotel room was a welcome retreat, particularly when it was graced with 18 red roses from the Board Chairman of Matsushita Electric. Every detail had been looked after! Everything I could easily have left at home from a nightgown to toothpaste were there for me.

The next day being Sunday we could rest until lunch. But, who could rest? We walked the streets of Osaka and had a typical boxed Japanese lunch which included specialties like raw tuna, jelly fish and a variety of pickles. Many in our group, however, were not adverturesome when it came to eating and turned down the lunch. For me, it was an experience, but not something I would choose to eat daily. That day we visited "Portopia" — a man-made Port Island Exposition. Most exhibits emphasized science and its hope for the future. I felt a sense of a Japan searching for an answer to its energy crisis.



The following seven days were spent visiting the many factories of Matsushita Electric (Mother Company for Panasonic Canada). At the company's museum, it was interesting to learn that Matsushita started from practically nothing and has expanded to a huge company. We visited five of its different factories: Television, Battery, V.R.D., Technics, and Microwave Ovens.

It was the Microwave Oven Factory that was the highlight. Throughout the many parts of the factory that manufactured the basic components and then assembled the complete ovens, I was amazed by the dedication and concentration of the workers. Never did they raise an eye as we walked behind them. The automation of many parts of the factory with robot-type hands was new to me. The efficiency was a time and motion study on its own. Each individual or station had one function to perform and then passed it onto the next, via a conveyor belt. From raw material, to finished, packed and warehouse microwave, it was one continuous flow of movement. Just as many people were involved in quality control of the microwave as in the actual assembling of it.

(Continued on page 128)

A View of the Assembly Line in the Microwave Oven Department of the Matsushita Housing Products Co. Ltd., Nara, Japan.

Betty Shields has degrees in Home Economics and Education from the University of Saskatchewan. As a home economist and an educator, she saw a need for microwave ovens to be sold by someone who understood food preparation. Betty risked her life savings to open a kitchen boutique and cooking school specializing in microwave ovens in Nepean, Ontario. She gradually hired several home economists, full and part-time to support this business venture — *Betty's Kitchen*. A decision to handle Panasonic Microwave Ovens, and Betty's success with sales of this oven, resulted in an informative and inspiring trip to Japan.

A HEIB Career Pattern Study: Process and Profile

To Identify Characteristics of Home Economists in Business

by
Margaret Bateman Ellison and Robert A. Ellison

During the past two decades increasing numbers of home economists have turned to roles in the world of business. Students presently enrolled in home economics programs are turning from the traditional roles of teacher and dietitian to business-related careers.

In an effort to identify the characteristics of the home economist in business a Career Patterns Study was conducted in the spring of 1982. Canadian Home Economists in Business who had been designated as HEIB members in the 1980 Canadian Home Economics Association membership directory and continued membership the following year were surveyed by a mail questionnaire. The information below represents selected results from that survey.

The Career Pattern Study was designed to identify respondents' home economics training, present activity, continuing education activity, their perception of the relationship between home economics and business administration programs and their socio-demographic characteristics. A combination of 40 open-ended and closed-format items were used to ask respondents questions such as: • If starting university again would you follow the same program? • What was your first position after a bachelor's degree? • How would you describe your present professional involvement? • Which subject matter areas does your activity include? • What relationship do you feel there should be between Home Economics and Business Administration Programs? • What circumstances led to your becoming self-employed? • Does your family support your professional activities? • How often do you eat away from home, other than on business? • Do you introduce yourself as a home economist? • Why are you a member of CHEA?

Questionnaires were sent to 154 HEIB members across Canada. A total of 81 completed questionnaires were returned before the April 8 cut off date. This represented a response rate of 52.6%. The data collected has produced a profile of HEIB members that traced career paths from their home economics beginnings through to present professional involvement and placed them in a social context. The data will be analyzed for both national and regional profiles but primarily national data is reported in this article.

In the Beginning. The persons surveyed were graduates from all home economics programs in Canada and as illustrated in Table 1 had pursued a variety of majors and/or specialties in their undergraduate degrees. Over half of them had followed food-related programs in Food/Nutrition at 44% is grouped with Food Service Administration's 10%[1]. However, nationally, of the persons who answered the question, "Would you follow the same program again?" (See Table 2), 4% more said "No" than "Yes". Regionally,

Abstract

The HEIB Career Pattern Study was conducted to identify characteristics of home economists in business. HEIB members of CHEA across Canada were surveyed by mail and a 52.6% return was received. The study was designed to collect data on the respondents home economics training, present activity, continuing education, their perception of the home economics — business administration connection, professional affiliations, and socio-demographic characteristics. The results support the idea that being a home economist in business is a viable option and that there is a great variety of options; a profile of a typical HEIB is presented. Finally, questions are raised relevant to recognizing the HEIB in formal education programs and to the role as an alternative for the professional home economist. The results of the study suggest that the day of the HEIB as a prototype has passed.

Résumé

L'enquête sur les types de carrières HEIB a été menée dans le but de déterminer les caractéristiques des économistes familiaux exerçants. On a envoyé un questionnaire aux membres HEIB de la CHEA dans tout le Canada et 52,6% y ont répondu. L'enquête était destinée à réunir des données sur les participants telles qu'éducation en économie familiale, ocupation présente, formation continue, perception des rapports entre l'économie familiale et l'administration des affaires, affiliations professionnelles et caractéristiques socio-démographiques. Les résultats confirment l'idée que c'est une option viable d'exercer la profession d'économiste et qu'il y a une grande variété d'options; la description d'un HEIB typique y est ébauchée. Enfin, on y soulève les questions suivantes: faut-il reconnaitre le HEIB dans les programmes éducatifs officiels et quel est son rôle en tant que choix éventuel de la part de l'économiste professionnel? Les résultats de l'enquête indiquent que l'époque du HEIB comme prototype est révolue.

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Robert A. Ellison is an associate professor in marketing and transportation at the School of Business, Dalhousie University, Halifax, Nova Scotia. He received his MBA from McMaster University and DBA from the University of Tennessee, Knoxville. They have been the principals in their own consulting firm, M.E. Associates Ltd., since 1974.

Table 1.
Undergraduate Major or Specialty*

Major or Specialty	Canada %	Atlantic %	Quebec %	Ontario %	Prairies %	B.C. %
Consumer Studies	12	25	—	17	—	—
Family Studies	7	25	—	12	13	—
Food/Nutrition	44	25	33	60	27	14
Food Service Admin.	10	—	—	4	—	29
Housing	1	—	—	2	—	—
Management	4	—	—	4	13	14
Textiles & Clothing	11	—	33	10	33	14
Education	22	50	67	15	—	14
Other	11	25	—	10	13	43
	N 81	N 4	N 3	N 52	N 15	N 7

*Respondents checked more than one

only British Columbia had more respondents saying "Yes" while the Atlantic, Quebec and Prairie regions produced more people answering "No", and Ontario had almost an equal number answering "Yes" and "No". Statements explaining the answer to this question ranged from a person who said "Yes" because, "I've had an interesting career" to persons who said "No" because: 1) employers in the private and public sector do not understand home economics; 2) there is not enough job security; 3) availability of areas of study in home economics are different than in 1952.

Many respondents indicated that they would like to have had more business content and several have commenced or completed graduate programs in business administration.

Table 2.
Tendency to Follow Same Program Again*

Would you follow the same program again?		Yes %	No %
Canada	(N 81)	37	53
Atlantic	(N 4)	25	75
Quebec	(N 3)	33	67
Ontario	(N 52)	44	46
Prairies	(N 15)	13	80
B.C.	(N 7)	43	29

*Some respondents (N 8) did not answer this question.

Professional Involvement Enroute. The HEIB members surveyed hold positions in a variety of businesses. Most held a home economics related position initially, and 50% of the respondents have held two or three appointments since that first position. Currently 9% are in Government, 53% have Corporate positions and 38% are self-employed — only 1 in 4 is incorporated (See Table 3). There is 19% working parttime, under 20 hours per week, and 81% working fulltime. Table 3 shows the above categories of data for the regions as well.

Table 3.
Present Professional Involvement

Characteristics of Involvement	Canada %	Atlantic %	Quebec %	Ontario %	Prairies %	B.C. %
Government	9	50	—	6	13	—
Corporate	53	25	100	54	54	43
Self-employed	38	25	—	40	33	57
Part-time	19	—	—	19	13	43
Full-time	81	100	100	81	87	57
	N 81	N 4	N 3	N 52	N 15	N 7

As shown in Table 4 the most common title used by a home economist in business is that of consultant, followed by supervisor/manager and freelance, while five other titles are used by 12 to 18.5% of respondents. The least common title used is that of buyer.

Activity in various subject matter areas is presented in Table 5. Communications, public relations, and marketing, 59%, 55.5%, and 54% respectively, head the list of activities included in HEIB positions. Although earlier education for 54% of HEIB members was predominately in food/nutrition/food service related programs and 34% in consumer studies and education, the data in Table 5 indicates that consumer, marketing and education involvement is a predominant part of HEIB members present activity.

As mentioned earlier 38% or 31 respondents indicated they were self-employed (See Table 3) and 8, nearly 25%, of that group have businesses that are incorporated. Taking the reasons suggested by the group for being self-employed there appear to be many advantages. Such things as flexible hours, variety, challenges, independence, higher income, and security were mentioned. Self-employment also was seen as offering relief from boredom; suitable employment to blend with marriage and children; and a means of staying involved if other opportunities are not available. In addition it was felt to be a means of: offering a unique service; cutting out corporate red tape; being your own boss; and finding your own place. A few persons, 20%, did indicate that they were pragmatic. The following personal reasons were cited: others prodded me to provide a special service; I lost my position; my husband was transferred and no conventional home economics position was available; and I became so visible as a consumer advocate that no corporation would have me.

A number of specific statements were most helpful in developing a picture of activities in general. The comment "consumer areas have more potential" was revealing as was the testimony from a home economist with over 25 years experience who said, "a program with a foods and nutrition major has given me a good foundation for a variety of career paths". Others made similar comments. One comment, however, stands by itself for saying essentially that the HEIB role is more challenging than the social service role of home economics. That comment led the authors to wonder if HEIB members are in business as home economists or just in business-related careers. The majority of the respondents to this study did appear to be combining the facets of home economics with business in a synergistic manner.

HEIB respondents sense of being home economists was further illustrated by their replies as to whether or

Table 4.
Titles Used to Describe Positions

Titles	%
Freelance	25
Consultant	42
Coordinator	18.5
Executive	15
Administrator	12
Policy Maker	12
Buyer	6
Supervisor/Manager	27
Project Manager	5
Information Officer	14
	N 81

[1]Note on Table 1 that respondents checked more than one area, therefore group totals are over 100%.

Table 5.
Subject Matter Areas Included In Business Activity

Subject Area	%
Communications	59
Nutrition	47
Food Science	32
Food Service Admin.	9
Design	12
Education	37
Marketing Research	37
Marketing	54
Advertising	47
Research Methods & Statistics	20
Energy Conservation	11
Housing	10
Gerontology	2.5
Public Relations	55.5
Business Management	21
Family Management	5
Financial Management	12
Merchandising	23.5
Retailing	18.5
Human Ecology	0
Facility Management	1
Consumer Relations/Services	51
Consumer Economics	9
Consumer Behavior	16
General Home Economics	26
Other	1
	N 81

not they introduced themselves as a home economist. Forty-eight percent said they did regularly and 43% said sometimes. Only 9% said that they never introduced themselves in that manner.

HEIB members affiliation with professional organizations was predominately through CHEA, HEIB organizations, and the provincial chapters of each. Reasons for membership acknowledged these factors: • professional responsibility and loyalty • a professional network • updating of information and trends • the *CHE Journal* • worthwhile organization.

Other professional affiliations were with these organizations: • Society of Consumer Affairs Professionals • Canadian Dietetic Association • Organization of Nutrition Education • Canadian Institute of Food Science and Technology • Ontario Family Studies Association • Canadian Food Services Executive Association.

The small number of persons, three or less, belonging to each professional organization, other than those that are home economics related, motivates the authors to ask, "Are home economics associations meeting the needs of their HEIB members, especially when HEIB respondents indicate such diversity in their activities?" and "Why are HEIB members not affiliated with other professional organizations that support their business and specialization interests?" These questions need to be pursued possibly by CHEA and/or the HEIB committee.

Home Economics Business Administration Connection. There was strong evidence in the data collected for the viability of the home economics — business union. Respondents, contributing comments from a biased yet knowledgeable viewpoint, supported a direct relationship ranging from its being optional to mandatory. Because business knowledge is used regularly by the respondents a need for basic business administration content was recognized as well as a need for consumer, marketing and management content. It was suggested that marketing knowledge helps sell skills and is necessary for survival in today's world. Home economics was seen as having a role in the business world and that role would be facilitated by combination home economics and business administration programs. The admonishment was made, however, that home economists not try to be "marketers" but blend an understanding of the process with their expertise and activities.

Educational Upgrading Revealed. Well over half of the respondents, 60.5%, indicated that they had taken upgrading courses since completing their undergraduate programs (See Table 6). Special interest courses, home economics and business related courses, credit and non-credit, as well as workshops and seminars have contributed to upgrading HEIB members. Table 6 reveals upgrading activity in business-related education specifically. Marketing, 46%, followed by Accounting, 22%, appears to have been the predominant area of study. Especially when you consider as well the percentage for the allied areas of Marketing Research, 16%, and Consumer Behavior, 17%. These findings indicate that the respondents have selected business administration courses which support the activities in which a majority of them are involved. Five repondents have pursued formal MBA or B.Comm. programs.

In the future we predict that HEIB members will pursue upgrading in computer programming. The survey found that 75% would like to be more proficient in using computer programs.

Table 6.
Educational Upgrading

Questions	%
Have you taken upgrading courses since completing your undergraduate program?	
Yes	60.5
No	31
Which of the following courses have you completed?	
Accounting	22
Finance	2
Marketing	46
Retailing	9
Marketing Research	16
Consumer Behavior	17
Business Law	11
Production Management	4
Organization Behavior	14
Personnel Management	11
Research Methods	12
Urban/Environmental Planning	2
Computer Programming	11
Other	12
	N 81

Social Demographic Profile. In the letter of introduction for the Career Path Study we asked "Are you a typical HEIB?" The data collected says that the typical HEIB respondents were born in Ontario and live in Toronto: are not bilingual; are between 26 to 30 years of age; received a B.H.Ec. degree in the last 10 years; earn an annual income of $20,000 to $29,000; are minor financial contributors in a childless dual career household; receive wholehearted support for professional activities; are not assisted by husbands in household responsibilities; and eat out, other than on business, once per week.

The majority of respondents live in urban centres, 81%, and although 33% are 26 to 30 years of age, 31% are either 31 to 40 years of age or 41 to 60 years old. After graduates of the last decade, persons receiving degrees before 1961 made up the largest group of respondents. In the income categories 33.5% earn less than $20,000 per year and 17% earn more than $30,000. While the majority of respondents were married, 27% are single, 2% are separated, 6% are divorced, and 2.5% are widowed. There are 42% with children whose most common age level is 16 years and over. Only 6% have more than three children, the most common number is two. Family members jointly assist with household responsibilities for 7% while 20% share those responsibilities among family and domestic help. Domestic help exclusively is used by 10% of the respondents.

HEIB's are supportive of the hospitality business in that 50% eat out, other than on business, once or twice per week.

Conclusions. The preceding findings are preliminary to a more in-depth analysis but we submit to you that they warrant we formulate some questions, if not conclusions and recommendations.

Question I Are guidance counsellors, home economics advisers, and future professional home economists aware of the potential for being unconventional and becoming a HEIB?

Question II As the public school arena of activity decreases, should an integrated program which combines home economics content with business administration theory replace the home economics education program?

Question III Is Consumer Education a responsibility of the home economics or business professional? (Teaching does not occur only in public school classrooms.)

Question IV What can home economists, with their background in the physical and/or social sciences contribute to social marketing in the future?

Question V Would more formal HEIB university programs attract males and diminish the tendency of home economics to encourage sex separatism?

Qustion VI Does being HEIB necessarily mean that one is rejecting the mission of home economics?

Some individuals, for the variety of reasons stated earlier, have designated themselves as home economists in business. This Career Path Study has identified characteristics of the HEIB respondents and each respondent in her own way must be recognized as a prototype. Each has dared to be unconventional, dared to be different, but the authors suggest that there is a common message from the whole group. The prototype stage is passing and the HEIB needs to be recognized as a viable alternative for the professional home economist. Universities need to meet the challenge of educating persons to take up this role. The concept is ready to be marketed. •

Acknowledgements

The authors wish to thank all the HEIB respondents who shared their career paths with us and made it possible to present our survey findings in the Summer issue of the Journal. We hope you can now answer the question, "Are you a typical HEIB?" A thank you also to CHEA for providing the mailing list and Mount Saint Vincent University for supporting this study.

Executive Summary. An executive summary of the HEIB Career Pattern Study will be available to be purchased. For more information write to: HEIB Career Path Study, Attention Dr. M. Bateman Ellison, Home Economics Department, Mount Saint Vincent University, 166 Bedford Highway, Halifax, N.S. B3M 2J6.

Trip to Japan

(Continued from page 124)

The Microwave Assembly Factory was composed of female workers ranging in age from 25-45 years. Due to a shortage of workers this factory was set up for women with school age children. They work 6-hour shifts while their children are in school. A few work 8-hour shifts setting up and cleaning the assembly line. At lunch break, I noticed the female and male workers ate and rested separately.

The special privilege of spending some time in the cooking laboratory was extended to me. The home economists in the cooking laboratory work hand-in-hand with the engineers in the technical development section. As a team they work to develop a product "just slightly ahead of its time". Their overall goals for their customers are a more luxurious lifestyle and a more comfortable living environment. The day when we'll be able to pick up the telephone in the office and talk to our microwave at home is not so far away. Push one program and tell your microwave oven to start cooking that perfect roast beef dinner. Push other programs and control other appliances: air conditioners, heating systems, lights and even the door lock.

From steam baths in an exclusive Japanese resort area to elegant banquets, from Hostess Clubs to microwave seminars, every moment was like a dream to me. A chance of a lifetime.

In summary the things that stand out in my memory include: • The elegant and quiet hospitality of the Japanese • The dedication of the workers in the factories giving one an appreciation of why Panasonic has such high quality merchandise • The Japanese expression of creativity through flowers and food • The experience of being able to discuss microwave sales and education with other Canadian business people of varied backgrounds • The feeling of being part of the Matsushita Electric Family • The fact that I was the only woman in the group. (Where are the other Canadian home economists who could operate a successful microwave business?) • The chance to be part of a group that in eight short days grew to have the feeling of family • The chance to experience a Microwave Cooking School in Tokyo given in Japanese • The chance to discuss with the home economist in the Microwave Development Test Kitchen what I felt should be added to microwaves in Canada. In this discussion I felt that I was representing every future potential Panasonic Microwave Oven owner in Canada.

This experience has convinced me more than ever that in the next decade most Canadian homes will acquire a microwave oven and that home economists should play an ever-increasing role in selling microwaves and teaching adults and children to use them to their full potential.•

Housing Research

CMHC will continue to offer research grants for studies related to housing from individual researchers in Canadian Universities, Institutions, consulting firms, professions and the housing industry. Since the inception of the program in June 1980, $610,000 has been awarded for independent research in the social, economic, physical, environmental, legislative or administrative aspects of housing.

Research topics must address matters related to housing policies and programs, the conditions and adequacy of the housing stock, the cost of housing and the use of land, the planning of residential communities or the impact of technology on the residential environment.

Grants are made to the individual applicant in amounts up to $20,000. Applications must be received at the National Office of CMHC in Ottawa not later than September 17, 1982. Application forms and more information may be obtained by writing: *Administrator, External Research Program, Research Administration and Co-ordination Division, Canada Mortgage and Housing Corporation, Montreal Road, Ottawa, Ontario K1A 0P7.*

1983 has been proclaimed "World Communications Year" by the United Nations.

Home Economist as an Expert Witness

Elaine Barnes

A home economist describes her experience as an expert witness regarding family and individual costs of living in legal cases involving personal injury, fatal accident and divorce.

Until recently very little hard factual evidence about the cost of living of families has been brought to the courts in cases involving claims for future care or loss of income and family maintenance.

As a home economist practicing as a Family Financial Counsellor, I have been called upon frequently during the past four years to prepare reports and if necessary, to give evidence as an expert witness in court cases of this kind.

The expertise which qualifies me as an expert witness, both in British Columbia and Alberta Supreme Court, is my acedemic background as a home economist with a specialty in family studies (particularly family economics) and my work with families on a day-to-day basis in budgeting and counselling. Both of these give me credibility and up-to-date firsthand knowledge of the cost of living of families and individuals.

I have been called upon to act on the side of the claimant or on the side of the insurance company defending the claim. I feel it is extremely important that, the information I provide as an expert witness is completely unbaised and presents as much factual evidence as possible as opposed to hearsay evidence. In order to do this, I frequently interview the family in question and try to gain a very precise description of their lifestyle. This necessitates going back over bank, charge account and other records. However, many families have kept very few records and particularly, if the case involves the death of a husband, the wife may have little knowledge of the family's complete living expenses. It is important to point out that where evidence concerning a family's cost of living is being introduced into court, it cannot be brought into evidence by the expert witness as hearsay evidence. The actual figures pertaining to the family's cost of living must be given by the claimant. In most cases, in the case of a fatal accident claim, this will be the wife.

Where there is lack of hard factual evidence pertaining to the family's exact cost of living, I refer to Statistics Canada, Urban Family Expenditure Survey, which is compiled every two years, the most recent publication being 1978. This survey reports the spending patterns of Canadians, both individuals and families, in a great number of demographic categories. It is usually possible to match the family in question in the court case quite closely by both income and family size to information from Statistics Canada. As an internal check on most of my calculations, I will make a comparison on a percentage basis between the actual factual data I have received from the family and the spending patterns reported by Statistics Canada. It is usual to find that these expenditure patterns match fairly closely.

In divorce cases it is not necessary to make reference to Statistics Canada, but rather to deal with the exact needs of the family in question. Two or three things should be pointed out, most of which are tax considerations. A wife must declare and pay income tax on any money she receives, under a court order, in alimony or child support. The payment of this tax can greatly reduce the effectiveness of child support payments. A single parent is permitted to claim one child as a spousal alternative in reporting income tax. This will have the effect of reducing the amount of tax owing. Because in divorce cases the amount of money available is usually far less than ideally needed, it is important to look for things such as day care subsidies and mortgage assistance where they might be applicable. The financial situation of the husband also must be taken note of, so that really excessive claims are not made.

In fatal accident cases where a wife and family has been left without support due to the death of a husband, the claim is made for loss of income. However, from this claim must be subtracted any amount of money the husband would have spent exclusively on himself (as opposed to money that would have been spent on the support of his wife and family). Some questions arise as to whether the cost of housing, including utilities, can be subdivided to isolate that expense which could be assigned solely to the husband. Records of previous court cases of this kind show it has been quite traditional to suggest that in the "average" Canadian family, a husband spent 30% of his income on himself and 70% of the income on his wife and children. Usually in splitting that further, the children were each assigned 5% of the income and the wife and household were assigned the balance. In British Columbia a separate claim must be made by each dependent child for the loss of support by their father.

To properly deal with the above questions, it is necessary for the expert witness to do a very detailed study of the family's cost of living. This entails a very thorough discussion with the surviving spouse as to the family's lifestyle and expenditure patterns. The calculation to determine the claim by children for continued support will be based on the child's age and remaining years of dependency, as well as the manner in which the family tended to support these children. For instance; were they expected to attend a post-secondary educational institution, and if so, how much support would they have been given. To date, there has been very little comprehensive information introduced into the courts in regards to these matters.

In personal injury claims (particularly paraplegic or quadraplegic cases) where the injured person has survived the accident but will be a fully dependent person for the rest of his/her life, a claim will be made for the loss of income for the rest of that person's employable life. From that loss of

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income claim, must be subtracted the amount that will be provided for in the future care award (which is a standard award made by the courts). This is done to avoid any duplication of claim. To explain this more fully — any normal individual is able to spend his salary to provide himself with basic needs and also to permit a certain amount of discretionary spending for such things as savings, education, recreation, gifts and alcohol. When a future care award is made by the courts, the amount or quantum is determined through consultation with the Canadian Paraplegic Association and other experts who can determine the amount needed to maintain the individual in as close to normal circumstances as possible, based on his injury. This amount of money will be defined as the future care award and will cover the basic needs of food, shelter, clothing, personal and medical needs and transportation. Therefore, this portion of the individual's loss of income claim must be eliminated to avoid duplication. What remains is the discretionary spending. As an expert witness, I have been asked to prepare reports or give evidence in court determining what portion of an individual's income would have been used for discretionary spending and what portion would have been used for the basic necessities provided for in the future care award. Generally speaking, I determine these amounts from Statistics Canada, Family Expenditure Survey, making reference to income categories that most closely match the individual in question.

As a practising home economist who has been given the opportunity to assist in court cases of these kinds, I feel very strongly that many similar home economists could contribute evidence in cases and encourage them to do so. It would help to bring more factual evidence concerning the cost of living of families into court to improve the quality of decisions which are being made.•

The **1978 compilation of titles of dissertations and** theses completed in home economics at institutions throughout the United States is now available. It contains 855 titles — 140 doctoral dissertations and 715 master's theses. Research abstracts for various subject areas are also available for $8.50 each or $45.00 for the complete set. Order from University Microfilms International, P.O. Box 1764, Ann Arbor, MI 48106.

The **Proceedings of the Apparel Studies Association of Canada**, biennial meeting in Halifax, May 1981 are available for $4.00 from Linda McKay, Department of Home Economics, University of Windsor, Windsor, Ontario N9B 3P4.

On the Job

Profile of a Utility Home Economist

Marjorie Halliwell

On any given day my phone may ring and a voice on the other end may ask, "do you have a recipe for . . .?" My answer must be "no, we no longer provide a recipe or food service." The response from the consumer is often dismay or anger — and occasionally the question, "Well, what do you *do* as a home economist for the City of Calgary Electric System?" I reflect on my present position as Customer Communication Coordinator and in my mind review the history of *utility home economists*.

Each utility situation is unique, of course, but trends are similar. I began my utility career with a gas company in Ontario in the '60s. Probably in that decade the employ of utility home economists reached its zenith. Consumers' Gas, for whom I worked, employed at least ten full-time girls. The Hydro likewise employed several home economists. It was the day of consumerism and marketing — both companies were promoting their product, service and appliances. We did wonderful cooking demonstrations, tested hundreds of recipes and produced many cookbooks. The home economist was viewed as the liason with the consumer using the vehicle of supplying food information. This was true throughout Canada. In Calgary a home economist was employed by the Electric System solely to do daily cooking shows on television. When I joined the electric System in the mid-seventies our recipe files were legion and we still helped people plan their parties and social functions. Times were changing, however, and the beginnings of conserverism were surfacing.

Marjorie Halliwell graduated from the University of Alberta with a B.Ed. in Home Economics. She has taught at both the junior and senior high school level. Before joining the City of Calgary Electric System in 1975 she worked for the Consumer Gas Company in Toronto. Marjorie co-chairs the CHEA HEIB Committee.

Western Utilities Home Economists: Left to right (**front row**) Leslie Collins (*Saskatchewan Power*), Deb Mayberry (*City of Calgary Electric System*), Marion Rogers (*Winnipeg Hydro*), Ronnie McNulty (*B.C. Hydro*); (**back row**) Diane Rennie (*Trans Alta Utilities*), Joan Sydness (*Alberta Power Limited*), Yvonne Henderson (*Edmonton Power*), Gerry Kuster (*B.C. Hydro*), Marjorie Sedgwick (*B.C. Hydro*), Lauren Dent (*Manitoba Hydro*), and Diana Farrell (*B.C. Hydro*).

Many utility companies made the decision that they could no longer promote their services or products as they had in the past. Some closed their Home Service Departments completely while others greatly reduced them.

The Western Utilities chose to maintain their home economists. In Alberta, utility executives determined that the home economist was still one of the most credible individuals to deliver their message to consumers. The subject of the message has dramatically changed, but the Electric Utilities still have a story they want told. The concern for energy management and public safety now is the philosophical base for our customer communication. Our school programs, adult presentations, publications and advertising are all designed to deliver information about the wise, efficient and safe way of handling electricity.

I would like to reafirm how important it is for us, as home economists, to clearly define for ourselves and our companies exactly what is to be marketed — because market is what we do best, be it a product, service or a philosophy. Even as teachers, we market to our students a concern for the well-being of the family and all the implications surrounding that concern. We still provide essential information in a believable way to consumers looking for answers to all matter of topics related to home. It is therefore of utmost importance that we never stop improving and developing our communication skills. We need to take marketing, public relations and business courses that will more completely equip us to be a valuable and essential member of our corporation and to be recognised as such.

I here digressed from my original thought — what is my job? We continue to try to provide as much impartial information about electrical appliances as possible. We have information on the selection, use and care of the most commonly used appliances — as do all electric utilities in Western Canada. To encourage energy management we meter cooking appliances to ascertain the amount of energy they consume in accomplishing a cooking task. We provide schools and groups information, films and personal presentations tailored to their particular needs — usually dealing with energy and safety matters. We cooperate on a national basis with all other electric utilities to share information. We work together with the three other major Alberta electric utilities to provide common programs. Many of our goals are similar and cooperation amongst the home economists is prevalent.

No, I cannot provide a recipe for matrimonial cake (oddly enough a frequent request) but I do have a great deal of other important information for home or classroom.

The Utility home economists are still here and still very interested in assisting the public.

Editor's Note. We would like to hear **from** or **about** fellow home economists who would be willing to participate in this series on home economists "on the job".

Metric Conversion from the Perspective of the Supermarket

Arlene M. Gryfe

The conversion of a retail business to metric sales involves many thousands of dollars and hours of manpower. Preparation and implementation of metric conversion at Dominion Stores Limited began early in 1979. Three stores were converted and selling in metric in July of that year. Two stores in Peterborough, Ontario and one in Sherbrooke, Quebec were within the designated test areas, and conducted business in metric for six months before the metric conversion legislation pertaining to retail food stores was delayed by the short-lived Progressive Conservative government.

At this point, food stores within the test areas were given the option of returning to imperial or continuing in metric sales. The Sherbrooke area chose to continue in the metric system, because the advantages and ease of the system contributed to overall consumer acceptance. All printed materials developed by Dominion Stores which were to be used in their training program, and for consumer information, were held in abeyance until the current metric legislation was reintroduced.

In 1981, the Liberal government reactivated the metric conversion program, and a new schedule of areas to be converted was arranged for all of Canada by the Metric Commission, Committee on Scale Conversion. The whole country will have converted by the end of 1983.

Arlene Gryfe obtained a BA in Household Economics and MA in Nutrition from the University of Toronto. She spent many years in the area of education, both at the community college level, and at the university where she attained the rank of assistant professor. Since 1975, Arlene has been a Resident Home Economist for Dominion Stores Limited, in which role she can provide information to the public-at-large, and maintain a liaison between consumers and management.

Dominion Stores Limited now has 204 stores in Ontario, 56 in the Maritimes and Quebec, and 21 in Western Canada. Most of these stores have scales at the check-out areas connected to the cash registers. The majority of the register-scale combinations are manufactured by National Controls, Incorporated, but some stores use Toledo or Hobart scales. Advance arrangements for conversion must be made with these companies to be in the store on the Monday or Tuesday of the designated conversion week for that area. These days are selected because of a smaller volume of customers, and therefore less inconvenience to the general public. Each scale takes from one-half to three hours to be altered from imperial to metric measurement. During this period, produce and meats are weighed and priced within the respective departments, if they are not prepackaged.

After the registers are converted, they may not be used for sales until they have been checked by a representative of Consumer and Corporate Affairs, Weights and Measures Division. Only after approval and stamping with the government seal can they be put into commercial use.

Education of store staff is of vital importance, if staff is to be able to ease the customers' concerns about conversion. During the week prior to conversion, one of 16 trained management representatives from Head Office visits the store and conducts seminars for all staff members, from the manager down to the part-time employees. These seminars are repeated for several days, at various hours, so that all employees on different shifts will have the opportunity to attend. A brief quiz is given following the seminar. Answers are then discussed so that the employee will have both the questions and answers to review at a later time, if necessary.

Legislation requires that all prices be displayed as price/kilogram or price/100 grams. In the Dominion Stores, produce and meats are all priced per kilogram, but delicatessen meats and cheeses, and some specialty items at Pier 19 (the fresh fish section) are priced per 100 grams. It was felt that this was more realistic for the delicatessen section, since most items are bought in small quantities considerably less than a kilogram.

Currently, newspaper advertising, window banners, and in-store pricing can be displayed in both imperial and metric systems, provided that the metric price is more prominent after the designated conversion date. This dual pricing arrangement will be permitted until the end of 1983. However, the label on the package must be entirely in metric.

Assistance is provided to customers in the form of printed publications, posters, and a metric display area. This display is set up during conversion week, and contains an assortment of pamphlets from government, industry, and Dominion Stores. Included are charts for price conversions and mass and volume comparisons, as well as recipe booklets, meat cooking charts, and metric kitchen utensils and dishes.

Also aiding customers in their adjustment to metric are Dominion's staff of home economists. There are six resident home economists' offices located in stores in the Toronto-Hamilton area. The home economists were available in their "home" stores during conversion week, and circulated among customers to clarify any

(Continued on page 151)

Minimum Adequate Clothing Allowances for a Canadian Prairie Climate*

Margaret Crowle, Rose Fedorak and Elizabeth Burwell

Résumé

En réponse aux demandes des employés sociaux chargés de l'aide sociale aux familles, les auteurs ont entrepris de déterminer quels sont les secours minimums nécessaires pour fournir les vêtements indispensables aux personnes résidant en Saskatchewan. Autant l'environnement physique et social que l'âge, le sexe et l'emploi ont été pris en considération. Pour chacun dfes catorze groupes basés sur les facteurs âge-sexe-emploi, on a développé des modèles comprenant la description des vêtements principaux, la quantité des stocks, la durabilité, la fréuence de remplacement et le coût.

Les résultats ont servi à indiquer au gouvernement de Saskatchewan le besoin d'un accroissement des secours prodigués par l'Aide Sociale et du nombre de parents nourriciers.

Abstract

In response to requests from social workers assigned to social assistance families, the authors undertook to establish basic minimum adequate clothing allowances for persons living in Saskatchewan. Physical and social environments as well as age, sex and occupation were considered. Guidelines which included descriptions of essential garments, stock amounts, durability, replacement rate and cost were developed for each one of the 14 age-sex-occupation groups.

Results were used to document the need for an increase in social assistance allowances and foster parent rates to the government of Saskatchewan.

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Clothing costs are a significant proportion of total family expenditures. The average Canadian family in 1976 spent 7% of gross income on clothing. (Statistics Canada, 1976) In 1973 the Saskatchewan Social Assistance allowances for clothing were established at $14.00 per person per month, and increased by 7.14% to $15.00 in 1980. This is in spite of the fact that the consumer price index for clothing increased by 67.1% for that same time period and has increased a further 5.9% to April of 1981.

The present study evolved because of concern expressed by Financial Services, Saskatchewan Department of Social Services about the apparent inadequacies of these clothing allowances. Whereas they might be sufficient to provide bare necessities for a very short term. Families who have to exist on these allowances for long periods of time soon find that they have to get an advance to pay for large clothing needs (such as purchase of winter coats and boots). This advance is deducted over the following months from their social assistance cheque so that much needed food money is often diverted to urgent clothing expenditure.

The purpose of this study was to determine the basic minimum adequate clothing requirements for persons living in a Canadian prairie climate. Quality standards (descriptors) were identified for each item of clothing. Quantity, durability and replacement rate were considered in the development of a minimum adequate clothing cost allowance for each family member to meet physical and psychological needs.

Results should document existing inadequacies in social assistance allowances. It was felt that the information provided would be valuable to social workers dealing with families on social assistance in identifying deficiencies in existing stocks of clothing and in determining some buymanship guidelines for durable articles of clothing. It would also be useful as a budgetary aid to individual families, financial counsellors and educators. The estimates could be used in legal and research situations.

Methods

Two publications, *Guides for Family Budgeting 1978* (Social Planning Council

Margaret Crowle is an Associate Professor and **Rose Fedorak** and Associate Professor in the College of Home Economics at the University of Saskatchewan. **Elizabeth Burwell** was a Family Counsellor in the Family Money Management Counselling Service, the store front community project of the College of Home Economics.

*The complete study with itemized guidelines for each age-sex-occupation group is available from the College of Home Economics, University of Saskatchewan at cost.

of Metropolitan Toronto, 1978) and *Budgeting For Basic Needs* (Montreal Diet Dispensary, 1979) were reviewed. These were chosen because they were the standard guides used by Social Assistance to set allowances in the province of Saskatchewan. These guides are useful for the purposes and population groups for whom they are intended but it was felt that some modifications were necessary to reflect the needs of the prairie consumer. Regional differences in climate and employment were considered as well as the type of clothing available in Saskatchewan. More complete descriptors than those found in the stated publications had to be developed in order to price the goods and to provide a clear guide for those who would use the standards.

A committee of specialists in clothing and management of the University of Saskatchewan and counsellors from the Family Money Management Counselling Service made the initial decisions as to the division of age-sex-occupation groups. Minimum basic clothing items were identified and descriptors developed for each. Each clothing group was then analyzed by at least four homemakers who had knowledge of clothing requirements and purchasing practices of that group. Valuable input was received from these homemakers with regard to durability of garments (expected wear life), stock (number of garments in the wardrobe required to meet an individual's needs), and replacement rates (based on durability and stock). Students in the third year home economics family finance class assisted in identifying basic clothing needs in their own and related age-sex-occupation groups. These same students did the actual pricing of garments in retail outlets. A more detailed discussion follows.

A. Factors Considered in Determining Clothing Needs

In determining minimum adequate clothing requirements, several factors were considered. These were the relationship of clothing to the physical and social environment and the function of clothing which includes the meeting of an individual's physical as well as psychological needs.

A number of design features as well as various fibre characteristics were evaluated. For example, rather than looking at high fashion clothing, basic styles and coordinating colors were suggested to enable an individual to mix and match separate pieces to extend the wardrobe.

For some groups, self-help features such as front closures and large fasteners are important. For children, it is necessary to foster independence in dressing, and for the aged, stiffening joints and muscles make dressing difficult.

Technology has provided many alternatives in fibres, fabrics and finishes. In establishing the standard clothing requirements, these alternatives were considered in order to recommend a product that would meet the needs of the individual and still fit reasonably into a limited budget.

Washability, preferably by machine, is a valued fibre and fabric property as it is probably the cheapest and most convenient method of care. In some cases more expensive products were included in the standards because of desirable properties such as strength and durability, moisture absorption, and breathability. Therefore wool and cotton footwear, leather shoes, and cotton/polyester underwear were chosen.

The prairie climate, with temperature extremes from very warm in the summer to very cold in the winter as well as wind, rain and snow, had to be considered in identifying the clothing items. A variety of summer and winter outer garments, footwear, headgear and accessories were included in the standard requirements.

Occupation and recreation needs were reviewed because the work and play environment determines to some extent the kind of clothing required. Safety, protection and comfort factors were all given attention in selecting clothing for any type of activity, either indoors or outdoors. Different sets of standards were developed in the adult categories to reflect the needs of a male indoor workers, male outdoor worker, employed female, housewife, and retired male and female. Differences would include type of garment and replacement rate.

The social environment places certain demands on individuals in terms of selecting appropriate clothing to meet the expectations of various groups. The clothing descriptors serve as guidelines, but individuals can choose specific styles that would fit the norms of the group and still concur in price. Examples of groups that might influence clothing selection are family, peer, occupational groups, clubs and organizations.

Table I Age-Sex Occupation Groups

Groups	Size Priced
Infants to One Year	Size 1 Year
1 - 2 Years	Size 24 Months
2 - 5 Years — 1-3X	Size 3X Toddler
2-6X	size Child 6X
Male 6-12 Yrs.	Size 18 Boys
Female 6-12 Yrs.	Size 14 Girls
Male 13-18 Yrs.	Size Small Men
Female 13-18 Yrs.	Size 10 Ladies
Male Indoor	Size — Large
Outdoor	Size — Large
Female Working	Size 14
Housewife	Size 14
Male 65 Yrs. and Over	Size 44-46 Chest 42-44 Waist
Female 65 Yrs. and Over	Size 16

B. Age-Sex-Occupation Groups

Age-sex-occupation groups were selected on the basis of a known shift in types of clothing worn by males and females at various stage of physical development (Table I). For children these shifts were based on ages related to Canada Standard Sizes and the largest size for each particular age-sex group was priced. Size 14 for younger women and size 16 for women over 65 years were priced. Size large and 44"-46" chest sizes were priced for men. Each group has different needs and expectations in clothing selection. Fourteen groups were identified. For each of these groups, outerwear, undergarments, footwear and accessories were detailed. Maintenance costs, specifically laundry, drycleaning and shoe repair were calculated. Space does not permit the publication of complete particulars of clothing requirements. Table II shows one page of the standards for a child 2-5 years (size 3X). Some of the outer garments are described. Stock quantities, durability, replacement rate, average cost, stock cost and yearly, monthly and weekly costs are indicated. Some of those terms are further explained as follows.

C. Item Description

It was decided that clear and concise descriptors for the various clothing items were necessary to provide a guideline that reflected basic needs, comfort and durability. These descriptors would also indicate what styles were available and would provide a rationale for the pricing. Descriptors would also help individuals plan their wardrobes and make decisions regarding purchases.

Table II — Exerp from Standard Clothing Requirements for Child 2-5 Years (Size 3X)

Item Description	Stock	Durability	Replacement Rate	Average Cost	Stock Cost	Average Clothing Replacement Cost		
						Year	Month	Week
A. Outer Garments								
Snowsuit (2 piece) hood, windproof shell, lined, storm cuffs, raglan sleeves, bib pants, zippers on legs or storm cuffs	1	2	1/2	$31.50	$31.50	$15.75	$1.31	$ .30
Coat or Jacket (lightweight) outer shell with lining, separating zipper, attached hood, washable	1	1	1/1	8.50	8.50	8.50	.71	.16
Raincoat (poncho) 100% vinyl, attached hood, snaps at side	1	2	1/2	4.50	4.50	2.25	.19	.04
Hat (summer) cotton/polyester blend, peak	1	1	1/1	2.75	2.75	2.75	.23	.05
Hat (winter) toque, washable, 100% acrylic	1	1	1/1	2.75	2.75	2.75	.23	.05
Sweater buttoned front, long raglan sleeves, washable, acrylic blend	1	1	1/1	6.00	6.00	6.00	.50	12
Overalls elasticized waist, bib and straps, cotton/polyester blend	2	1	2/1	8.50	17.00	17.00	1.42	.33

*Costs are for May 1980

D. Stock

Besides the clothes being worn at the moment, each individual has clothing which is termed as stock, in either a limited or unlimited amount. Stock amounts were determined so that sufficient clothing was available to maintain personal cleanliness. It was assumed that one laundry load per person per week would be adequate.

E. Durability and Replacement Rate

Durability indicates the life of an article of clothing per person in a specific age group. it does not mean that in all cases the item is worn out. Outgrown clothing, for example, can be passed down to another person in the family.

Replacement rate is a function of durability. In order to keep the stock amount at the standard requirement, a number of articles have to be purchased each year to replace those which are no longer useful. The replacement rate indicates the number of garments and the frequency at which they must be replaced each year.

F. Pricing

Clothing items were priced in Saskatoon in May, 1980. The Bay (budget floor), Woolco, Army & Navy, and Sears catalogue were chosen as representative of outlets patronized by low income consumers. Price comparisons were made between foreign and Canadian made goods. Prices from all sources were averaged and listed for each clothing item. Sale items were not considered. The prices listed in the table do not include sales tax nor do they reflect any built-in inflationary rate.

The replacement rate provided a means of pro-rating the cost of each item on an annual basis. For example, a dress lasting three years would have one-third of the price included in the annual cost. Five pairs of socks replaced in one year totalled five times the average price in calculating the annual cost of the item.

From the annual cost, monthly and weekly costs were determined. Stock costs indicated the money required to assemble the entire basic stock in the age-sex-occupation group wardrobes.

G. Maintenance

Because maintenance is such a large factor in clothing costs, laundry and drycleaning costs were estimated for each group. This was not added into the total costs but was shown as a separate factor. For the infant to one year, additional costs of bedding, furniture and food service equipment were determined and listed separately from the clothing requirements. For families on social assistance a special allowance is available to pay for unusual needs if they can be accurately identified. Other maintenance costs are paid out of household operation allowances.

Results

The total costs for all items in each group are shown in Table III. These results indicated that replacement costs were higher than the $15.00 per person per month allowance. For 1980 the monthly replacement costs ranged from $16.25 for the infant to $44.13 for the male aged 13-18. The monthly replacement costs for adults varied from $18.47 for the male over 65 years to $39.40 for the male outside worker.

Maintenance costs ranged from $10.83 per month for a child 2-5 years to $19.33 per month for the male outside worker. The amount of laundry would be one factor in the cost; for example, laundering infants' diapers. Drycleaning would raise the cost of maintenance in some of the groups, as certain garments such as suits and coats could not be washed.

Stock costs for the adult groups were higher than for the children's groups because the price of the individual garments was higher. However, many of the garments would not have to be replaced as often as for growing children, so the monthly costs for the adult groups are a lower percentage of stock costs.

Conclusions

The $15.00 per person per month allowance in Saskatchewn is not adequate for any age group. Clothing costs varied from group to group. A sliding scale of clothing allowances eflecting individual needs in each group would be appropriate. However, payment of different allowances to different groups would be difficult to administer. For this reason the Financial Services, Saskatchewan Department of Social Services decided to go to the government of Saskatchewan with a request for an allowance of $20.00 per person per month realizing that this amount was lower than the average of this study but also realizing the unlikelihood of receiving more. The Foster Parents' Association for Saskatchewan is negotiating for $40.00 per child using this study as a supporting document.

A comparison of the above clothing allowances to allowances published for May 1980 by the Montreal Diet Dispensary reveals that in many cases the Saskatchewan figures are at least twice as high as the Montreal figures. This is not due entirely to any great differences in climate, lifestyles or costs, but rather to the origins of the calculations. "The Montreal Clothing

Table III — Average Clothing Replacement Costs
Totals for Age-Sex-Occupation Groups
May 1980, Saskatoon

Age, Sex, Occupation	Stock Cost	Average Replacement Costs		
		Year	Month	Week
Child, Birth to 6 months				
Clothing	$139.60			
Bedding	71.70			
Furniture	197.00			
Food Service Equipment	25.28			
Miscellaneous	28.91			
Maintenance (laundry)		$195.00	$16.25	$ 3.75
Child, 6 - 12 months				
Clothing		119.80	9.98	2.30
Furniture		96.00	8.00	1.85
Miscellaneous		23.91	1.98	.46
Maintenance (laundry)		195.00	16.25	3.75
Child 1 - 2 years (size - 24 months)				
Clothing	228.00	247.00	20.58	4.75
Maintenance		195.00	16.25	3.75
Child, 2 - 5 year (size — 3X)				
Clothing	263.36	271.67	22.64	5.22
Maintenance[1]		130.00	10.83	2.50
Child, 2 - 5 years (size — 6X)				
Clothing	282,35	288.50	24.04	5.54
Maintenance[1]		130.00	10.83	2.50
Male, 6 - 12 years (size — boys' 18)				
Clothing	353.00	392.96	32.75	7.56
Maintenance[2]		132.35	11.03	2.55
Female, 6 - 12 years (size — girls' 14)				
Clothing	401.88	342.97	28.58	6.60
Maintenance[2]		139.00	11.58	2.68
Male, 13 - 18 years (size — men's small)				
Clothing	482.00	529.59	44.13	10.18
Maintenance[2]		134.70	11.22	1.59
Female, 13 - 18 years (size ladies' small)				
Clothing	689.75	525.18	43.77	10.13
Maintenance[2]		169.15	14.10	3.25
Male, Outside Worker (size — men's large)				
Clothing	871.05	472.75	39.40	9.09
Maintenance[3]		232.05	19.33	4.47
Male, Inside Worker (size — men's large)				
Clothing	878.50	370.13	30.84	7.12
Maintenance[3]		206.85	17.23	3.98
Female, Office (size — ladies' 14)				
Clothing	927.50	389.97	32.50	7.50
Maintenance[3]		212.85	17.74	4.11
Female, Housewife (size — ladies' 14)				
Clothing	815.10	322.46	26.84	6.20
Maintenance[3]		183.95	15.32	3.54
Female, over 65 (size — ladies' 18)				
Clothing	840.50	382.83	31.90	7.36
Maintenance[3]		142.65	15.22	3.51
Male, Over 65 (size — men's 44-46" chest)				
Clothing	790.50	221.62	18.47	4.26
Maintenance[3]		176.65	14.71	3.41

[1]Laundry. [2]Laundry and drycleaning. [3]Laundry, drycleaning and repairs.

Allowances are taken from the *Individual Minimum Adequate Clothing Costs* published by the Montreal Diet Dispensary, October 1959. These costs were adjusted for May 1980 prices using the clothing index from Montreal". (Montreal Diet Dispensary, 1980, p. 24) These in turn were originally highly dependent on USDA studies of clothing stocks and buying habits of low income families in the United States in the 1950s. (Montreal, 1980, p. 8.)

Lifestyles, occupations, purchasing habits, fibres and fabrics have changed in Canada since 1959. An entirely different basket of goods is being purchased. The updating of clothing costs by use of the Consumer Price Index might be realisitic for a period of ten years. After that time the original garments and accessories need to be reevaluated to keep pace with social and technological change.

The Saskatchewan study compares more realistically with the *Guide for Family Budgeting* (Social Planning Council of Metropolitan Toronto, 1978) whose clothing estimates were reevaluated in 1972 to take into account "rising prices, rising incomes and rising expectations, changes in social legislation and patterns of consumption". (Toronto, 1978, p. 1). Subsequent editions provide an update of costs by repricing.

Implications

This study suggests a need to teach people who receive clothing allowances to plan for what they must buy. Too often the clothing allowance is spent on less essential items rather than being saved for a large clothing purchase which is required at a specific time of year. Careful long range planning is essential and impulse buying should be discussed and discouraged.

The importance of wardrobe planning should be stressed. Yearly inventories of clothing stocks should be made to determine which items could be the basis for building a wardrobe and which items require replacement. Recycling of useable clothing to other family members could be considered.

Proper care of clothing should be taught to the whole family. Regular maintenance such as cleaning, laundering and repair will not only lengthen the life of clothing but will also present a positive self image. Children could be taught to hang up clothing and to change to older clothing after school. The importance of stressing proper cleaning and storage of out of season clothing cannot be overemphasized.

Clothing costs can be reduced by careful spending. Long range planning would make it possible to take advantage of sales and end of season bargain. Spending can be reduced by shopping at discount stores, second hand stores and factory outlets. It might be pointed out that these money saving practices will not label the individual as a social assistance recipient, but that this kind of careful shopping is characteristic of the middle class. It could also be stressed that sewing skills can also reduce the clothing dollar. These recommendations have meaning not only for low income people but for society as a whole. Home economists have always stressed careful wardrobe planning around good quality basic clothing. In a world of dwindling resources, more emphasis will be placed on acquiring a minimum amount of clothing which meets both physical and sociopsychological needs. •

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Food-related Value-orientations, Socio-economic Status, and Diet Patterns of Senior Citizens

K.R. Harrison, M.L. Campbell and J.B. Bond, Jr.

Abstract

Fifty independent-living individuals over 59 years of age participated in a study designed to measure and determine the relationships among food-related value-orientations, socio-economic status, and diet patterns. Research instruments included a questionnaire with 55 value-orientation statements and six demographic questions, and a three-day food record. The hierarchical ranking of the seven value-orientation scales was agreed upon by the senior citizens: familism was ranked higher, and religion lower, than health, education, economics, convenience, and social-psychological uses. Guttman scalogram techniques were applied to develop a six-level scale of diet patterns. While 96% reached level 1 (bread and cereals) only 6% reached level 6 (milk and milk products). Neither the hierarchical ranking nor the scoring of individual value-orientations were related to diet patterns. Diet pattern level and socio-economic status (years of education combined with occupation prestige) were negatively related.

Résumé

Système de valeurs concernant l'alimentation, statut socio-économique et types d'alimentation des personnes du troisième âge.

Cinquante individus indépendants de plus de 59 ans ont participé à une enquête destinée à établir et déterminer les rapports entre le système le système de valeurs concernant l'alimentation, le statut socio-économique et les types d'alimentaiton. Les instruments de recherche comprennent un questionnaire se composant de 55 affirmations sur ce système de valeurs et de six questions démograpuhiques, et un compte-rendu de l'alimentation sur une période de trois jours. Les personnes du troisième âge ont été d'accord avec le classement hiérarchique des sept échelles de valeurs: l'aspect familial s'avère plus important et la religion moins importante que la santé, l'éducation, l'économie, le côté pratique et les usages sociaux-psychologiques. On a utilisé les techniques du scalogramme de Guttman pour développer une échelle à six niveaux des différents types d'alimentation. Alors que 96% ont atteint le niveau 1 (pain et céréales), 6% seulement ont atteint le niveau 6 (lait et produits laitiers). Ni le classement hiérarchique ni l'enregistrement des valeurs individuelles n'ont de rapport avec le type d'alimentation. Le niveau du type d'alimentation et le statut socio-économique (années d'éducation et prestige de l'emploi) ont un rapport négatif.

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Previous research into individual influences on food consumption has focused on knowledge, attitudes, beliefs, and various demographic variables such as socio-economic status (Eppright, Fox, Fryer, Lamkin, & Vivan, 1970; Caliendo, Sanjur, Wright, & Cummings, 1977; Sims, 1978a). However, the literature has shown that these factors, either alone or in combination, do not fully account for the food consumption decision. Values have recently been recognized as a variable that may aid in explaining food behavior (Sims, 1978b; Krondl & Lau, 1978; Horn, 1976).

Kluckhohn (1959, p. 395) has offered the generally accepted definition of a value as:

> a conception, explicit or implicit, distinctive of an individual or characteristic of a group, of the desirable which influences the selection from available modes, means, and ends of action.

Defined in this way, values can be considered to have three basic elements: cognitive, affective, and behavioral. Rokeach (1968) considers values to have a strong motivational element as well. This would suggest that, after having entered into the decision mak-

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ing process, values would motivate action on the decision.

Values are being increasingly considered by nutrition educators as a factor which may affect an individual's participation in educational programmes and his or her adoption of beliefs related to the programme (Kohlmann & Smith, 1970; Gifft, Washbon, & Townsend, 1972; Knutson, 1965; Tonon, 1978; Wardlaw, 1978). Nutrition educators often use good health as a motive for changing nutrition behavior. However, Horn (1976, p. 94) has suggested that, for many people, health is "secondary to other goals that are considered more important to the individual and whose attainment suffers in the absence of good health". Thus, knowledge of food-related values can enable educators to characterize their audience and therefore more effectively plan and develop programmes of interest to specific target groups (Suter & Barbour, 1975).

The current study was designed to assess and examine the relationships between the food-related values and diet patterns of elderly persons. In addition, the relationships between socio-economic status indices and diet patterns were examined since various socio-economic status indices have been found to be related to the food or nutrient intake of the elderly (Reid & Miles, 1977; Todhunter, 1976; Guthrie, Black, & Madden, 1972; Kohrs, O'Hanlon, Krause, & Nordstrom, 1979: LeBovit, 1965; Grotkowski & Sims, 1978). The elderly population was chosen as the focus of this study since Canadian senior citizens have been identified as a risk group with respect to nutrition (Monagle, 1967; Johnson & Feniak, 1965; Rae & Burke, 1978; Leichter, Angel, & Lee, 1978; Health and Welfare Canada, 1973; Reid & Miles, 1977). Furthermore, population projections suggest that there will be an increasing number of elderly in the population (Statistics Canada, 1979), many of whom currently face problems posed by limited physical and often economic and social resources (Busse, 1978; Rao, 1973). In combination, these factors indicate the importance of nutrition programmes that are developed to suit the needs and interests of this target audience.

Methods

Sample. Volunteers were recruited from the community, with eligibility for participation limited to that portion of the senior citizen population which was independent-living, not currently following a written diet plan prescribed by a doctor or a dietitian, and able to read and write English. The final sample consisted of 50 senior citizens, 38 women and 12 men. Twenty-four of the participants lived alone, 4 men and 20 women, while the remaining 26 participants lived with another person or persons. Included in the sample were 6 married couples. Three persons were still employed. The age of the group ranged from 60 to 92 years, averaging 72.59 years, with 76% of the sample under 75 years of age. Sixty-eight percent of the participants were born in Canada. The sample had a mean of 10.50 years of education, with a range from 2 to 19 years of education.

Measures. Research instruments included a three-day food record and a questionnaire to assess food-related value-orientations, socio-economic status, and demographic variables.

Dietary data were obtained from three-day food records in which participants were asked to write a description of the kind and amount of all foods and beverages consumed. This method has been shown to have the highest degree of reliability and validity of the methods studied by Madden, Goodman and Guthrie (1976) and Gersoviz, Madden, and Smickiklas-Wright (1978) with independent-living and elderly populations. In addition, a three-day period is more appropriate than a 24 hour period for classifying individuals into groups based on dietary data (O'Hanlan & Kohrs, 1978). Furthermore, this method does not depend solely on memory, an important consideration when working with the elderly (Campbell & Dodds, 1967).

The questionnaire was used to obtain data including occupation before retirement and educational attainment (used in combination as an index of socio-economic status) (Chappell, 1979), living arrangements, country of origin, sex, employment status, and age. The Chappell socio-economic status index has been developed specifically for the elderly Canadian population since most Canadians are reduced to low income levels following retirement and therefore actual income is often unrelated to other socio-economic status indices such as age or former occupation (Chappell & Havens, 1980). Further, participants are often reluctant or unable to state the exact amount of income received (Reid & Miles, 1977). Therefore, reported income was not documented as it is not necessarily a valid indicator of the level of living, or socio-economic status, of senior citizens.

For the purposes of this research, "value-orientation", the measurable indicator of value, was the operational variable. Kluckhohn (1959, p. 411) has used the term "value-orientation" to refer to a "generalized and organized conception influencing behavior, . . . of the desirable and non-desirable as they may relate to man-environment . . . relations". The value-orientation questionnaire developed by Sims (1978b) was adapted for this study by deleting the "ethics" scale, which included obvious "vegetarianism" statements, and changing the wording of several statements in the remaining eight scales (religion, familism, creativity, aesthetics, education, health, economics, social-psychological uses) to make the statements more appropriate to the living arrangements of most elderly. The questionnaire was typed with large print to facilitate reading by senior citizens.

The research instruments were pretested on a group of 15 independent-living senior citizens and subsequently further modifications to the value-orientation questionnaire were made. To meet a minimum reliability coefficient of 0.70 with at least five statements, a standard set for this study, the economics scale was revised. In response to pretest participants' comments, a convenience scale was developed.

The final questionnaire included 55 statements (see Figure 1), with responses made on a five-point Likert-type scale ranging from strongly agree to strongly disagree.

Data Collection. Volunteers were solicited at meetings of senior citizens' groups. Those who agreed to participate were contacted by telephone and arrangements made for three home visits. During the first visit, instructions for keeping a three-day food record were provided. During the second visit, two days later, the first day's record was examined for completeness and clarity. If the participant had problems completing the record, the instructions were repeated and elaborated at this time. The third visit included completing the questionnaire.

1. I like to eat the same kinds of foods that my friends do.
2. Cooking is as much a creative activity as painting and writing.
3. I try to buy foods on special sales (lower prices) when I go to the grocery store.
4. A good diet is the most important factor in contributing to good health.
5. I do not like meals that are not planned to look attractive and appealing on my plate.
6. Ease of preparation is an important influence on the kinds of food I eat.
7. I choose to eat only those foods which are healthful and avoid all others.
8. I feel I need to learn more about good nutrition.
9. Families should eat dinner together at the time that makes everybody the happiest.
10. One of the best ways for a homemaker to gain recognition from friends is to be a good cook.
11. Money is the thing I consider most when I plan meals.
12. I do not worry about combining foods of different colors in a meal.
13. More people should choose food on the basis of their religious belief than to be socially acceptable.
14. I think about the amount of preparation needed for a food before I decide to buy it.
15. When new books are written about dieting or nutrition, I usually try to read them.
16. Mealtime is much more pleasant when eaten together as a family.
17. It is important to me to eat only those foods which are important to my health.
18. The price of food is an important influence on the kinds of food I eat.
19. Certain foods I eat help me express my emotions, for example — eating steak makes me feel stronger and more powerful.
20. Cooking is an important creative art.
21. It is important that the food one eats reflects his religious beliefs.
22. I use information and facts about nutrition when I plan my own diet.
23. Being able to prepare foods "from scratch" rather than from mixes is important to me.
24. Even if meals are healthful, I do not care to eat foods that are not attractively prepared.
25. I consider cooking and eating a philosophic and religious experience.
26. I truly regret that I do not know more about nutrition.
27. I choose the foods I do mainly because of my friends influence.
28. It is pleasing to me when meals take only a short time to prepare.
29. If a person is not eating well, his health will surely suffer.
30. Eating meals together as a family is important.
31. I especially enjoy entertaining dinner guests because then I feel like I can spend more for food than I ordinarily do.
32. Food cookery helps satisfy my yearning to express myself.
33. I use convenience foods even when they are more expensive.
34. It is pleasing to me when garnishes and other decorations have been added to dishes to make them more attractive.
35. If I had more money to spend for food, I would eat different foods than the ones I do now.
36. If I want to express love or affection for someone, I would take him or her a gift of food or invite him or her to dinner.
37. I choose the foods I do mainly because they are simple to prepare.
38. Even if I am tempted to eat foods like my friends, I try to eat only those foods which are acceptable to my religious beliefs.
39. Eating out is too expensive unless I have no other choice.
40. One should eat only those foods which contribute to good health.
41. I wish I had the time to learn more about nutrition and the foods I need to eat.
42. It is important that a family eats at least one meal a day together so that members can have some time to talk to each other.
43. I always consider how much a food costs before I decide to buy it.
44. It is pleasing to me when meals contain foods of different colors and textures.
45. I do not worry about how much time a meal takes to prepare.
46. My religious beliefs dictate the types of foods I eat and the ways I prepare them.
47. I think about the health-giving properties of foods when I eat them.
48. Knowing that I can prepare meals that require much time and skill that most people can't is a source of great personal pride to me.
49. I try to compare prices between grocery stores and buy foods where they cost the least.
50. I believe that diet is the main controlling factor when it comes to maintaining health and controlling disease.
51. It is important that mealtime be a happy time for a family.
52. I choose the foods I do mainly on the basis of cost.
53. I wouldn't eat the way I do if it weren't for my friends.
54. It is important to me that I follow the teachings of my church when it comes to choosing food.
55. Convenience is a major factor in my choice of foods.

Value-orientation	Statement Number
Social-psychological uses	1, 10, 19, 27, 31, 36, 53
Education	8, 15, 22, 26, 41
Convenience	6, 14, 28, 33, 37, 45, 55
Economics	3, 11, 18, 35, 39, 43, 49, 52
Aesthetics	5, 12, 24, 34, 44
Religion	13, 21, 25, 38, 46, 54
Familism	9, 16, 30, 42, 51
Health	4, 7, 17, 29, 40, 47, 50
Creativity	2, 20, 23, 32, 48

Figure 1 Food-related value-orientation statements.

Variable Construction. Aesthetics and creativity scales were eliminated from further analysis because the internal reliability of these scales was below 0.70. Seven value-orientation scales, each containing five to seven statements, were included in final statistical analysis. The value-orientation scales (and Chronbach alpha reliability coefficients) were: social-psychological uses (0.70); education (0.75); convenience (0.75); religion (0.87); familism (0.74); economics (0.77); and health (0.81). Statement responses were coded and totalled for each of the seven value-orientation scales. A hierarchical ranking of the seven value-orientations was obtained for each participant by standardizing and ranking the value-orientation scale scores, from 1 through 7, with 1 representing the highest standardized score.

Using the method of Chappell (1979), formal education (in years) was multiplied by the prestige rank of the senior's main life occupation (Pineo, Porter & McRoberts, 1977) to produce a socio-economic status score for each individual. On the basis of the score, seniors were placed into one of five socio-economic status levels.

Data obtained from the three-day food records were transformed to food category "servings" according to Canada's Food Guide (Health and Welfare Canada, 1977a). Individual three-day mean food category intakes were compared with Canada's Food Guide recommendations for six food categories: bread and cereals; meat and meat alternates; milk and milk products; fruit and vegetables; fruit and vegetables rich in vitamin C; and fruit and vegetables rich in vitamin A.

To permit statistical evaluation of those factors associated with the overall diet patterns, Guttman scalogram analysis (Hertzler & Owen, 1976) was used to determine a single score representing diet pattern level for each individual. The greater the number of food categories comsumed in recommended or greater amounts would be reflected in a higher diet pattern level.

Results and Discussion

Value-orientation Hierarchy. Table 1 shows the hierarchical ranking pattern of value-orientations derived for the sample. Kendall's Coefficient of Concordance (Siegel, 1956) indicated that there was significant agreement among the sample, both within and between diet pattern levels, as to the ranking pattern of the value-orientations ($p \leq 0.01$). The Friedman two-day analysis of variance was significant ($p \leq 0.001$, $\chi^2 = 94.70 > 22.46$) indicating differences in the ranks of

Table 1
Hierarchical Ranking of the Value-orientations by the Sample

1. Familism$_A^1$
2. Health$_B$
3. Education$_{BC}$
4. Economics$_{CD}$
5. Convenience$_{DE}$
6. Social-psychological uses$_E$
7. Religion$_F$

[1]Any two value-orientations followed by the same letter are not ranked significantly differently at the 5% level.

value-orientations within the hierarchy. Tukey's multiple comparison test was then applied to identify the specific rank differences.

The value-orientation familism was ranked significantly higher than the other value-orientations. Other studies with younger participants (Suter & Barbour, 1975; Dyer, 1962), using different methods to measure values, as well as Sims' (1978b) study of non-vegetarians, also found that family concerns were ranked highest. Perhaps the strong emphasis on mealtime as a family occasion, shown by these studies, may not be displaced at a later stage of the life cycle even though many of the seniors in this study were not living in family situations. In addition, the influence of the spouse on food decisions may increase for wives with husbands spending more time at home following retirement (Schafer & Keith, 1981).

Health was ranked second, but was not significantly higher than education, the third-ranked value-orientation. This is in agreement with Suter and Barbour (1975) and Sims (1978b).

The value-orientation of economics was ranked significantly lower than familism and health, suggesting that even in a time of reduced income, as retirement is likely to be, economic considerations are not perceived as taking precedence. Economics, however, was not ranked significantly different from education or convenience, but was ranked significantly higher than social-psychological uses of food and religion.

Convenience was ranked lower than familism, health and education despite the belief that seniors may not be motivated to cook for themselves and therefore may be more inclined to use convenience foods (Rao, 1973).

Social-psychological uses of food was ranked very low, even though the literature suggests that social needs and symbols of security are important influences for senior citizens (Lau, 1978; Busse, 1978). Perhaps, as Kluckhohn (1959) states, values may be implicit as well as explicit. Social-psychological concerns may be only implicitly reflected in food choice and as such, may not be perceived by the seniors as being an influence on their food choices.

Religion was ranked significantly lower than all other value-orientations by this sample and also by non-vegetarians studied by Sims (1978b).

Diet Patterns. Table 2 compares the three-day mean intake of each food category with the recommended intake in Canada's Food Guide (Health and Welfare Canada, 1977a). The mean daily intake of bread and cereals, fruit and vegetables, and vitamin C-rich fruit and vegetables were 156%, 123%, and 146% respectively, of the recommendations, whereas the mean intake of milk and milk products, meat and meat alternates, and vitamin A-rich fruit and vegetables were 61%, 85%, and 53%, respectively, of the standards. Seventy-two percent of the subjects consumed less than 67% of the recommended intake of milk and milk products, while 32% consumed less than 67% of the recommended intake of meat and meat alternates, and 68% consumed less than 67% of the standard for vitamin A-rich fruit and vegetable intake. These findings are consistent with the literature (Health and Welfare Canada, 1977b; Kohrs, O'Neal, Preston, Eklund & Abrahams, 1978).

Table 2
Three-day Mean Daily Food Category Intakes as Compared to Canada's Food Guide Recommendations

Food Category	Number of Servings: 3-day Mean (± S.D.)	Number of Servings: Recommended
Milk and milk products	1.21 ± 0.64	2
Bread and cereals	4.67 ± 2.08	3
Meat and meat alternates	1.70 ± 0.69	2
Fruit and vegetables	4.93 ± 1.43	4
Vitamin C-rich fruit and vegetables	1.46 ± 0.73	1[1]
Vitamin A-rich fruit and vegetables	0.53 ± 0.59	1[1]

[1]Derived for this study.

Guttman scalogram analysis produced a six-level food category scale with a coefficient of reliability of 0.93 and a coefficient of scalability of 0.66 (Table 3). The bread and cereals category was consumed by most subjects while the milk and milk products category was consumed by the fewest number of subjects. Sixty percent of the subjects' responses fell in Levels 0 through 3, with the remaining 40% in Levels 4 through 6. The largest percent of the subjects is found in Level 3, indicating that adequate consumption of bread and cereals, vitamin C-rich fruit and vegetables, and fruit and vegetables in general was the most prevalent food pattern. Only 6% of the participants consumed all the food categories in adequate amounts, thus reaching Level 6. Food categories found at each scale step agree with others who have found that the most common items tend to be grains (breads and cereals) (Hertzler & Owen, 1976). Dairy foods and fruits and vegetables tend to occur least frequently in most scales.

Value-orientations and Diet Patterns. In order to evaluate the relationships between value-orientations and diet patterns, several analyses were performed. First, the Kendall Coefficient of Concordance (Siegel, 1956) analysis showed that subjects at different diet pattern levels ranked the value-orientations in a similar manner ($p \leq 0.01$). Thus, the value-orientation rankings could not explain the different diet patterns found. Secondly, in order to determine whether subjects at different diet pattern levels scored individual value-orientations differently, Kruskal-Wallis one-way analysis of variance (Siegel, 1956) was performed for each value-orientation. There were no significant differences in the scale scores of any of the value-orientations for subjects at different pattern levels. Therefore, differences in diet pattern are not related to differences in value-orientation scale scores. Finally, to probe the relation between diet pattern level and individual value-orientation scale scores, Kendall rank correlation coefficients (Nie, Hull, Jenkins, Steinbrenner, & Bent, 1975) were computed (Table 4). None of the relationships between individual value-orientation scale scores and diet pattern level were significant. Furthermore, the coefficients are very low, with only education and familism value-orientations showing a positive trend in relation to diet pattern.

Thus, it appears that neither the ranking pattern of value-orientations nor the scale scores of individual value-orientations are directly related to diet patterns. There could be several theoretical and methodological explanations for the lack of relationship. In the design of this research it was

Table 3
Frequency Distribution of Subjects by Guttman Scalogram Level

Scale Level	Food Categories Consumed in Adequate Amounts	Number of Subjects	% of Subjects Consuming Each Food Category
0	None	2	
1	Bread and cereals	8	96
2	Level 1 + Vit. C-rich fruit and vegetables	3	80
3	Level 2 + fruit and vegetables	17	74
4	Level 3 + meat and meat alternates	8	40
5	Level 4 + Vit. A-rich fruit and vegetables	9	24
6	Level 5 + milk and milk products	3	6

Table 4
Relationships Between Value-orientation Scale Scores and Diet Pattern Level

Value-orientation	Kendall Coefficient (Tau)	Significance
Social-psychological uses	-0.020	0.855
Education	0.061	0.579
Convenience	-0.097	0.368
Economics	-0.045	0.678
Religion	-0.032	0.767
Familism	0.114	0.325
Health	-0.004	0.972

implicitly assumed that people act rationally, that is, to maximize their value-orientations, when selecting foods. The question can be raised as to whether this is an accurate assumption, or whether the food consumption decision is usually one "determined simply by impulse or by a purely rational calculus of temporary expediency" in which case value-orientations may not be operative (Kluckhohn, 1959, p. 402). As well, supportive beliefs, attitudes, and knowledge may be necessary for people to maximize their value-orientations; alternatively external variables such as income may affect the maximization of value-orientations. Further, the research instrument may not have embraced all the value-orientations considered important by the elderly, while the research design accounted for only a few of the variables which may have influenced the food consumption patterns of the elderly. Research designs which allow multivariate analysis may aid in understanding the interaction and patterning of variables in relation to the food consumption decision. Further research is needed in order to clarify those variables operative in the food choice decision.

Socio-economic Status and Diet Patterns. The relationships between socio-economic status indices and diet pattern level are shown in Table 5. While no significant relationship was found between years of education and diet pattern level, both occupation-prestige rank and socio-economic status level were significantly and negatively related to diet pattern level ($p \leq 0.05$). Kohrs et al. (1979) also found a significant negative relationship between occupation prestige index and the intake of several nutrients by the elderly.

Table 5
Relationships Between Socio-economic Status Indices and Diet Pattern Level

Socio-economic Status Indice	Kendall Coefficient (Tau)	Significance
Years of education	-0.195	0.074
Occupation-prestige rank	-0.230	0.044
Socio-economic status level	-0.225	0.049

Several explanations can be proposed for the negative relationship found between socio-economic status and diet pattern levels. Perhaps people at higher socio-economic status levels continue purchasing patterns which may have been habituated in times of higher income (Howell & Loeb, 1969) and may not be as able to adjust, in a nutritionally adequate manner, to a reduced food budget as well as seniors who were at lower socio-economic status levels for most of their lives. Further, the allocation of money for food may be related to past budgeting patterns, in which seniors at lower socio-economic status levels may have given a higher priority to total food quantity (Kohrs et al., 1979). A larger consumption of food in general is likely to result in more food group recommendations being met.

The negative relationship between socio-economic status level and diet quality level obtained in this research is in disagreement with Grotkowski and Sims (1978), who used a similar socio-economic status index, based on education, occupation, and source of income, and a three-day food record. They found a significant positive correlation between socio-economic status level and several nutrients (energy, protein, fat, and ascorbic acid). The disparate findings may be partially explained on the basis of differing data analyses methods. Guttman scalogram techniques, employed in the present study, treat food category intakes as dichotomous variables, either failing or succeeding in meeting the standard; therefore once a food category recommendation has been met, no further credit is given. However, the use of absolute intakes of foods or nutrients, as in Grotkowski and Sims (1978), assumes "more is better", thus possibly crediting intakes beyond a nutritionally beneficial level.

Value-orientations and Socio-economic Status Level. No difference in the rank-order pattern of value-orientations was found between socio-economic status levels. Therefore, the negative relationship between diet quality and socio-economic status level cannot be explained by a concomitant difference in value-orientation ranking patterns. There were, however, several significant relationships between individual value-orientation scale scores and socio-economic status level (Table 6). The value-orientations of education, economics ($p \leq 0.01$) and religion ($p \leq 0.05$) were scored higher by those subjects in lower socio-economic status levels. However, none of these value-orientations were significantly related to diet pattern level (Table 4).

Summary and Conclusions

The present study was designed to measure and determine the relationships among food-related value-orientations, socio-economic status, and diet patterns. While no direct relationship was found between food-related value-orientation scale scores and diet pattern level, there were some relationships between food-related value-orientations and socio-economic status level and between socio-economic status level and diet patterns. Of particular note was the finding that those who valued health more highly did not necessarily have a more balanced food intake. It is therefore apparent that other variables besides a value placed on health are operative in the food choice decision. Since nutrition educators often use health as a motive for changing nutrition behavior, perhaps the focus of the nutrition education

Table 6
Relationships Between Value-orientation Scale Scores and Socio-economic Status Level

Value-orientation	Kendall Coefficient (Tau)	Significance
Social-psychological uses	-0.124	0.258
Education	-0.285	0.009
Convenience	0.055	0.612
Economics	-0.279	0.010
Religion	-0.258	0.019
Familism	-0.006	0.957
Health	-0.025	0.816

message to the elderly should be reassessed in light of the ranking of values by the independent-living senior citizens in this study. Since the value-orientation familism was ranked highest, this lends support to intervention programmes which simulate a family environment, such as congregate meal programmes or "supper clubs", which may be conducive to stimulating interest in food and nutrition. Further research, with a larger more representative sample of seniors, is necessary to determine whether these findings may be generalized.

In addition, this research is in agreement with others who have found that bread and cereals are often the basis of seniors' diets, while milk and milk products are consumed much less frequently. Thus an emphasis should be placed on integrating these latter foods into existing eating patterns in any intervention programme. Further, since diet pattern level and socio-economic status level were significantly and negatively related, this research suggests that seniors at all socio-economic status levels may benefit from nutrition intervention programmes. •

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Induced Lactation

(Continued from page 149)

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The New Brunswick Museum's Textile Sampler Collection

Sampling New Brunswick History

Susan G. Turnbull

Abstract

The handworked sampler is often used as a tool of historians. While the reason for producing such textile items was primarily to learn and record stitches, the scope of samplers through history is quite wide. The colours, ground fabrics, stitches, letters and pictures one finds in the sampler collection of the New Brunswick Museum provide a wide variety for study. Spanning 70 years from the 1790s, these artifacts represent a virtually unexplored source of historical information on family life in New Brunswick's past.

Résumé

Le modèle de broderie fait à la main est souvent utilisé par les historiens. Bien que la raison pour laquelle on produisit de tels articles textiles était avant tout d'apprendre et de consigner les points, l'ampleur des modèles de broderie au fil de l'histoire est très vaste. Les couleurs, tissus courants, points et lettres et images qui se trouvent dans la collection des modèles de broderie du Musée du Nouveau Brunswick fournissent de considérables possibilités d'étude. Embrassant une période de soixante-dix ans à partir de 1790, ces objets représentent une source d'information historique pratiquement inexplorée sur la vie familiale dans l'histoire du Nouveau Brunswick.

Textiles maintain a unique position in the collections of museums everywhere. Whether they be clothing or household soft goods, textiles aid the study of history and culture by their very nature of differing fibers, yarns, fabrics, coloring methods, and manner of construction. Specific and detailed information can be obtained from textile artifacts, if they are well preserved. No one item surpasses the needlework sampler in this regard.

A needlework sampler is a hand-stitched piece of fabric, using stitches in various colors and arrangements to form its design. The name of the maker and the date a sampler was worked or completed is frequently found as part of the embroidery. It is often hung on a wall as a decoration.

The New Brunswick Museum (NBM) in Saint John has a particularly good collection of samplers with over 50 separate artifacts. In North America, samplers have been popular from the eighteenth century to the present day, with great interest during the 1830s-1850s, and again in the 1880s. The NBM's holdings reflect this, as many of the artifacts are from these decades. It is fortunate that a few examples from the 1700s have also been preserved.

The sampler has a hazy name origin. Many references state that it stems from the word "example" or "examplar" (Bolton & Coe, 1973) while other authorities believe its derivation to come from "Sam cloths" (Caulfeild & Saward, 1972) perhaps after the name of the English peddlar who first began to sell the cloth upon which samplers were worked. In any event, the initial use of the needlework sampler was not as a leisure-time craft but rather as a needed and integral part of everyday life (Lasher, 1975).

A mention of samplers can be found in European literature as early as 1502 (Bolton et al. 1973). During this century, the scarcity and subsequent high cost of lace pattern books led young girls to copy the patterns by stitching yarn on cloth. Eventually, as the popularity of lace declined, the sampler also became a vehicle by which a young lady could display her expertise as a needlewoman (Caulfeild et al. 1972). This practise has continued until present day.

The designs used on samplers changed periodically to reflect the times. Until the mid 1800s, the patterns were worked as planned by the individual. After that time stamped fabrics became available, much like needlework kits sold today. Letters of the alphabet, verses, and arabic numbers were very prevalent in the eighteenth and nineteenth centuries, along with simple designs of houses and other buildings, trees, animals, and human figures.

Every design was composed of several types of stitches. Perhaps the most commonly used one was the cross-stitch, which was first extensively employed by the Ukrainians and Scandinavians. According to Abrahamson (1974), only 12 basic embroidery stitches exist and all needlework uses them singly or in combination. Familiar names such as the chain stitch, satin stitch, couching, and french knot were as well known to sampler artists as they are to needlewomen of our century.

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Materials and supplies also varied according to location. Ground fabrics were most often of flax fibers, woven into narrow linen fabrics. As loom size and technology advanced, the width increased. The fabric count ranged from a rather firmly woven 36 yarns per square centimetre to a lower count of 12 yarns per square centimetre (Maitland, 1976). Cotton and occasionally wool were found in the ground fabric only after 1760 in North America. Contact with England had started to decrease by that time causing a shortage of textiles. Also, native production of textiles requires permanent settlements. Both of these factors aided the initial establishment of the Canadian textile industry (Smith & Smith, 1974).

Embroidery threads were primarily imported silk from Europe (Maitland, 1976). Berlin wool yarns were introduced in 1820 as an excellent quality embroidery tool and were almost immediatley popularized (Caulfeild et al, 1972). Since both silk and wool are easily dyed, the variety of colors used in samplers was wide, although today the colors often appear badly faded. The fashion of the day dictated the color choice used by the needlewoman.

It has already been stated that the sampler was used to copy lace patterns due to a lack of books. Printed materials became increasingly available, however, and this need diminished. Instead, the sampler became a learning tool: for the alphabet, for numbers, for new stitches. Special samplers were made to commemorate weddings and deaths. Verses of a biblical nature offered religious training. Of course, the physical act of stitching would teach a young girl patience and many sewing skills required in her future roles. Even the women of the wealthier classes needed handwork skills in their case, to pass the time. The nineteenth century household was made warmer by the presence of samplers on the walls.

The NBM's collection is rich in providing examples of the variations of purposes, colors, and stitches from the 1790s to the 1860s. The earliest sampler (Figure 1) was done by eleven-year-old Elizabeth Lamb in 1746. This specimen is beautifully worked and is in excellent condition. The focus of the sampler is the central six scenes, some of biblical stories including Adam and Eve and Jacob's ladder. The cross-stitch is the predominant stitch. As well, a border of satin stitch in a diamond-like hobelin pattern and an inner one of a geometric nature are present. The colors are remarkably well-preserved with a minimal amount of fading evident on the greens, blues, yellows, pinks, and brown hues used. The embroidery threads are typically silk, while the background fabric is linen. This piece came from an estate in King's County, NB, and even though it is framed and glassed as a picture, it provides an opportunity to study the high calibre of children's handwork in the mid-1700s.

In contrast to the first example, Figure 2 is representative of what most people imagine is the true sampler. Practising letters taught both the alphabet and the cross-stitch. Another young girl of eleven, Marian R. Wyer of Saint John, NB, was the maker in 1808. The fabric count is quite low at 18 yarns per square centimetre and the fiber content is flax.

Notice the border — all designs seemed to require a "setting off" or a finished look achieved by stitching a four-sided edge. The strawberry motif is seen in many samplers of this period. While the sampler lacks the artistic scope of Elizabeth Lamb's, the use of drawn work in the edging makes it decidedly individualistic.

Figure 1. Worked in 1746. Accession No. 63.100 C.

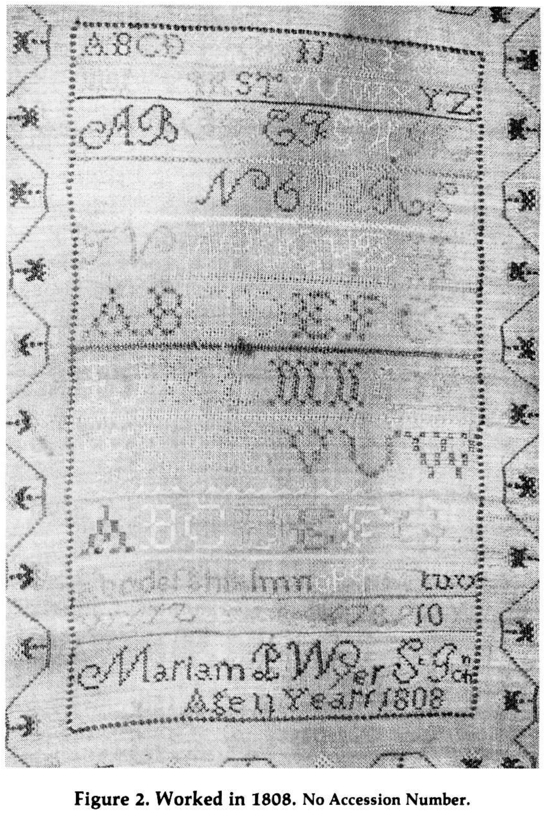

Figure 2. Worked in 1808. No Accession Number.

Figure 3. Worked in 1836. Accession No. 54.30.

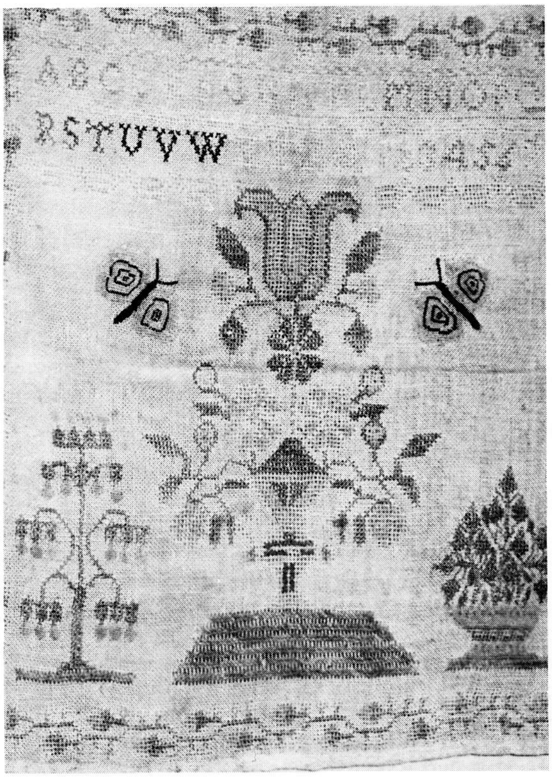

Figure 4. Worked about 1840-50. Accession Number 90.70.

Ruth Grace Easterbrook's sampler (Figure 3) was done when she was sixteen. It also commemorates the death of a sister and can be considered a mourning sampler. The stitching combines the satin and cross-stitches, just as the design combines the regimented letters with the green tree. Certainly the artistic ability of Ruth Grace is reflected in the planning and execution of this 1836 sampler.

Figure 4 is of a sampler by an unknown artist. The freedom of design evident in the floral basket indicates a probable execution date of 1840-50. This was the heyday of artistic expression. However the viewer is still reminded of the long, regimented hours of needlework the piece represents by the alphabet and numbers at the top and the fact that the entire piece is edged with a strawberry motif border.

The greatest number of NBM's sampler holdings are from the 1830-50 period. Needlework completed in the later half of the nineteenth century, done on materials other than linen cloth can also be found. In Great Britain, "by 1850, the making of samplers was almost a lost art" (Smith et al. 1974, p. 176). It took longer to saturate the North American continent, but semi-mechanical means of needlework did eventually reach New Brunswick.

Berlin work came with the advent of industrialization in Europe. The needlework patterns were printed on heavy paper similar to graph paper. The colors were stamped on and the design was copied, square by square, onto the fabric. The needle artist became a standardized worker as she followed the colors and squares. This work, popular for bookmarkers and framed pieces, made use of the Berlin wool yarns and the name was simply adapted (Smith et al 1974). The Berlin wool itself was so-called since the yarn fibers were sheared and spun in German rural regions and dyed in Berlin (Caulfeild et al. 1972).

Needlework samplers are well used in a great many history-related searches. For example, with names and dates of the young artists stitched right on a sampler, the geneology of families can be traced. Mourning samplers and those commemorating weddings or anniversaries are also commonly seen. Learning of the lifestyles and physical surroundings of earlier generations is enhanced by the study of samplers. Many historical settlements are given a note of authenticity when a dated sampler, conserved or reproduced, is hanging above the hearth. And of course, the materials and methods of the samplers are the focus of historic textile specialists.

The sampler is a very special textile because the techniques used to produce it are still in use today. Spread over one hundred years in time, the New Brunswick Museum's sampler collection offers a fascinating glimpse of New Brunswick's past. •

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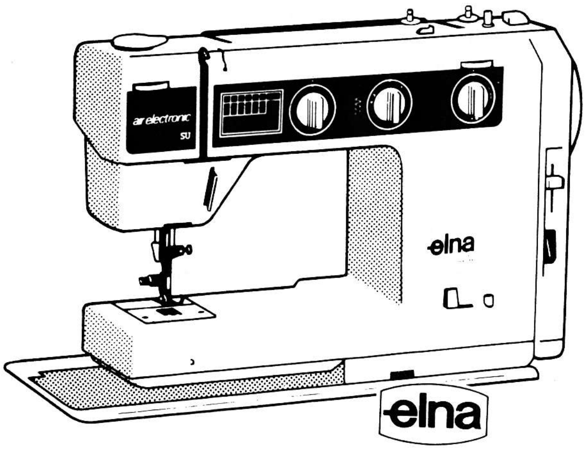

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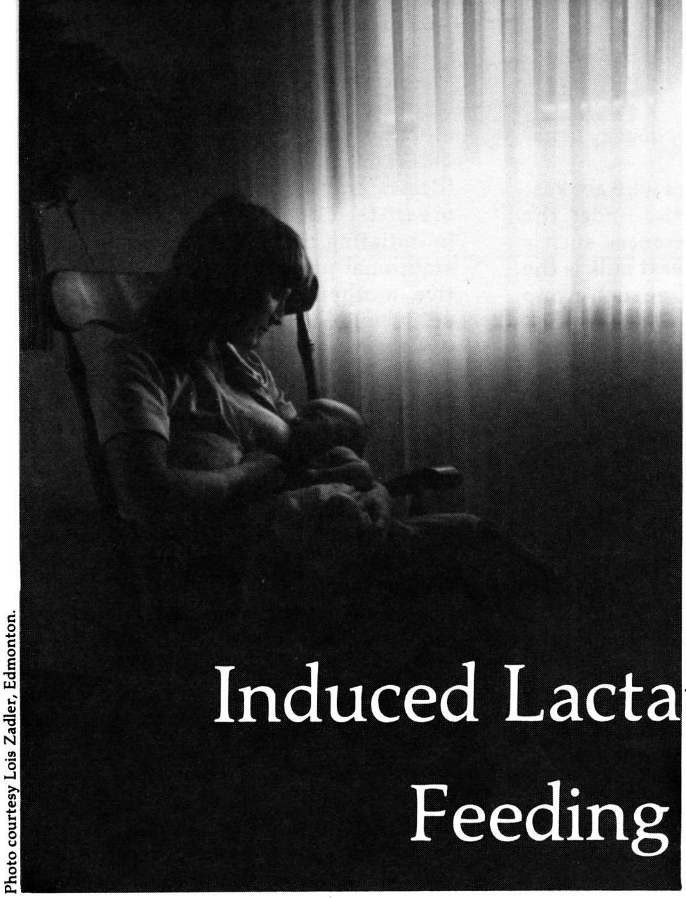

Photo courtesy Lois Zadler, Edmonton.

"It is certainly possible for many adoptive mothers to breast feed their infants, though the process of induced lactation requires considerable commitment and determination".

Paul Fieldhouse

Induced Lactation and Relactation: Feeding the Adopted Child

Abstract

The prevailing attitude to infant-feeding is characterized by the phrase "breast is best". Some women will go to great lengths to ensure their baby is fed the way they wish, and for adoptive mothers there are several options available. These include the use of human milk from a milk bank or wet nurse, and the stimulation of milk supply through the processes of relactation or induction. Techniques for re-establishing milk supply (relactation) and stimulating milk supply in a non-pregnant woman (induction) are discussed. The composition of breast-milk thus obtained does not appear to differ significantly from that of puerperal breast-milk.

Supplemental feeds are likely to be necessary for the baby whose adoptive mother is trying to breast-feed. The Lact-Aid is a device which allows the baby to suckle at the breast whilst also receiving supplementary milk. A major motive of the mother who chooses to nurse an adopted infant is the establishment of a close emotional bond. The support of significant others —lay and professional — is essential to success.

Note

*Throughout the paper the pronoun 'he' is used to denote the baby or infant, simply as a convenient way of avoiding confusion, when 'she' refers to the mother.

Résumé

Lactation et relactation forcées: alimentation de l'enfant adopté

L'attitude qui prédomine dans le domaine de l'alimentation du nourrisson se caractérise par la phrase: "le sein est ce qu'il y a de mieux". Certaines femmes ne reculent devant rien pour assurer à leur bébé l'alimentation qui leur paraît le plus souhaitable; quant aux mères adoptives, il existe plusieurs options dont elles peuvent bénéficier. L'une d'elles est l'utilisation du lait maternel d'une banque laitière ou d'une nourrice; l'autre est la stimulation de l'allaitement au moyen des processus de relactation ou d'induction. Les techniques pour rétablir l'allaitement (relactation) et pour stimuler l'allaitement chez une femme qui n'est pas enceinte (induction) font l'objet de discussion. La composition du lait maternel ainsi obtenu ne semble pas être très différente de celle du lait maternel puerpéral.

Des tétées supplémentaires risquent d'être nécessaires pour le bébé dont la mère adoptive essaie de nourrir au sein. Le 'lact-aid' est un système qui permet au bébé de sucer le sein tout en recevant également un supplément de lait. Le motif essentiel de la mère qui choisit d'adopter un enfant est l'éstablissement de liens émotionnels profonds. Le support significatif d'autres —autant profanes que professionnels — est essentiel pour en assurer le succès.

Over the last decade, there has been a renewed emphasis placed on the value of breast-feeding infants. Health care workers throughout the world are now exhorted to encourage breast-feeding and a steadily growing literature documents the manifold advantages of breast-milk over formula milk. (WHO/Unicef (1979) DHSS (1974, 1980) Health and Welfare, Canada (1979).

Historically, breast-feeding has been the choice of the majority of the world's women, and it is only in relatively recent times that a viable alternative has been widely available. Occasionally, other methods were tried. As far back as Roman times, there were attempts to feed animals' milk to babies, when mothers milk failed: asses' or cows' milk were most commonly used, and feeding *bottles* were often made from animals' horns. In eighteenth century England, the prac-

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tice of wet nursing was particularly prevalent amongst the upper classes, who considered it distasteful to breast-feed their infants. The wet nurse was usually a woman of low social status who herself had an infant of similar age. Great care was advised in choosing a wet nurse, as it was a common belief that undesirable moral characteristics might be passed onto the child via the nurse's milk (Lennon & Fieldhouse 1979, p. 32). Heavy spirit drinking and the prevalence of venereal disease amongst wet nurses eventually led to the practice dying out.

To Breast-Feed — or Not?

A myriad of influences shape the decision of a woman as to how she will feed her newborn infant. Very broadly it can be said that a decision **not** to breast-feed stems either from personal wishes, or from an inability to feed. Even where a woman has an intention to breast-feed, she may be prevented from doing so through various medical and/or psychological considerations. Table 1 shows the reasons most commonly given by women for not breast-feeding, whilst Table 2 lists the major contraindications to breast-feeding.

Table 1

Reasons commonly given for choosing not to breast-feed (or maintain breast-feeding)

It is distasteful
It is embarrassing
It is inconvenient
You can't see how much baby is getting
Friends have reported bad experiences
Not enough milk
Personal discomfort (physical)
Medical complications

Table 2

Contraindications to breast-feeding

Breast cancer
Virus in breast milk
B-streptococcal disease
Active T.B.

Often these barriers could be overcome with a little persistence — but without sympathetic and knowledgeable support it is easier to revert to bottle-feeding, consoled with the thought that "at least I tried". (In this respect it is interesting to speculate that whereas *professionals* have a relatively minor role in positively influencing the woman's decision on feeding method they probably have a more marked effect when they display negative attitudes.)

In contrast to mothers who are easily put off, others persist under the most difficult of circumstances, such is their conviction that breast milk is the birthright of the child. One such group of women are those who decide they wish to breast-feed an adopted infant.

The Adopted Infant

The options available to a woman in these circumstances include:

- adopting the infant whilst nursing own child
- stimulating production of own milk — by mechanical devices and/or suckling infants of other women
- using a *surrogate mother* or *wet nurse*

There are various means to induce or re-establish lactation. *Induction* refers to the initiation of lactation in a woman who has not recently given birth (or for that matter, who has never been pregnant). *Relactation* is the reestablishment of lactation after an interruption — of days, or years. Historically, the motivation has been to provide nourishment for a child whose mother had died in childbirth or is unable to nurse him for some reason: a friend or relative would take on the care of the child, and with it the responsibility to nourish the child at the breast (Lawrence 1980, p. 254). The modern motivation is more likely to be one of acheving a close emotional relationship with the baby, promoting bonding of mother and child. As Avery (1979) points out, the emphasis in nurturing in this situation is on comfort and security rather than on nutrition.

Relactation

The need to relactate exists in a number of circumstances including the following (Lawrence 1980, p. 261).

- A sick or premature infant cannot be fed initially or even until he is several weeks or months old.
- an infant is weaned prematurely because of illness in the infant or mother.
- An infant who was not previously breast-fed develops an allergy or food intolerance.
- A mother who has lactated weeks, months or years before is nursing an adopted infant.

The best stimulus for encouraging relactation is actually attempting to nurse the baby: other techniques include suckling by another infant, electrical and mechanical pumps, breast massage and hand expression (Brewster 1979, p. 341). The desire to breast-feed the baby is also important in initiating milk production, and the emotional preparedness of the adoptive mother is of concern. Raphael (1976) emphasizes the value of a positive attitude.

Adopted babies may be uncooperative or *lazy* feeders — perhaps due to previous use of bottles. Success in relactation is enhanced if the adopted infant is nursed as early as possible. This means securing co-operation of the adoption agency in placing the infant in the new home as soon as possible or in allowing the mother to visit the infant for the purposes of commencing breast-feeding. If adoption takes place whilst the woman is already nursing her own baby, this stimulus helps to maintain the flow of milk. In preparing to breast-feed an adopted child, some women will nurse the babies of other mothers. The main problem is obviously in finding mothers willing to *share* their babies in this way — and much trust is needed on both sides. Friends and neighbors may be appropriate choices — or a organization such as La Leche League may be able to help. If a co-operative mother is found who is also willing to feed the adoptive mother's infant on a kind of *exchange basis*, then that baby not only gets appropriate nourishment, but also learns to associate feeding with the breast. As the adoptive woman's own milk supply increases, the surrogate mother becomes less necessary.

Other methods of stimulating the breasts to lactate include hand expression by massaging the breasts, or breast pumps — of the electric or mechanical-suction variety. The Whittlestone physiological breast-milker[1], provides two breast cups, milking both breasts simultaneously. The cups have a soft pad and liner which contract rhythmically behind the nipple area, gently stimulating the breasts, compressing the milk ducts and encouraging ejection of milk into the breast cups. Hormann (1976) suggests that back rubs between the shoulder blades increase circulation to the breast, aiding ease of milk expression.

Induction

Just as preparation for normal lactation is a gradual process occurring during the course of pregnancy, so

[1]Y. Procuta, P.O. Box 17, Cambridge, New Zealand

induced lactation, too, takes time. For women who have never been pregnant, inducing lactation is more difficult task than relactating. It might take several months and it is likely that a full supply will never be achieved. However, an adequate supply is certainly possible and Lawrence (1980) suggests that the woman should begin systematically to manually express the breasts and stimulate the nipples for up to two months prior to the arrival of the infant.

Various drugs have been used to help induce lactation. Production and ejection of milk are under the control of two different hormones — prolactin and oxytocin, respectively. Prolactin, produced by the anterior pituitary gland in response to suckling is essential for the initiation and maintainance of lactation. Small doses of chlorpromazine have been used to increase pituitary prolactin secretion with the added benefit of a tranquilizing action. Theophylline, found in tea and coffee, can also increase pituitary prolactin secretion (Vorherr 1978). Oxytocin is necessary to initiate milk ejection. Intranasal, though not oral administration of oxytocin has met with some success in enhancing the let-down response and may be beneficial in encouraging women to believe that milk production can be achieved. Used extensively though, it may ultimately suppress lactation. A more extensive account of pharmacological stimulants is given in Lawrence (1980). It is likely that the desire to lactate is more important and crucial to success, since use of drugs and sexual stimulation of breasts does not normally cause a non-pregnant woman to lactate.

According to Brewster (1979, p. 354) "sucking at a breast not freely flowing with milk can make some babies wonder if its worth the bother . . . mothers coax babies to nurse from a dry breast by various methods".

- Start to nurse before baby is extremely hungry.
- Initiate nursing by picking up baby while he's still asleep and putting him to the breast.
- Walk the baby whilst nursing.
- Express dribbles of breast milk into his mouth.
- Put drops of formula on nipple.
- Slip some formula into corner of baby's mouth with an eyedropper or small spoon.
- Put a drop of honey on the nipple.
- Use a nursing supplementer device.

As in normal puerperal lactation, changes may be experienced in breast-size, menstrual regularity and weight. These changes should be anticipated by the induced lactator, and give no cause for alarm.

Composition of Milk

There is some concern that composition of *induced* milk differs to that of *normal* milk. Animal studies have not shown such differences. Vorherr (1974) compared the composition of human milk produced by hyperstimulation of the breast with that of normal breast milk: no differences of practical significance were reported. Brown (1972) reported higher values of fat, protein, and lactose in induced milk — but smaller volumes, and there seems to be no reason to suppose that nutritive value of milk differs due to its mode of production.

Supplemental Milk

It is important that whilst the adoptive woman's milk supply is developing, the baby is adequately nourished. Supplemental milk can be provided by another woman willing to share the feeding, or by the use of human milk obtained from milk banks or informally from *donor* mothers. If human milk is not available for supplementing, then formula feeds can be used. For infants under six months of age, formula should be given rather than whole milk, and consultation with a dietitian will help in choosing an appropriate feed. Supplemental feeds should be administered in such a way that the baby is not encouraged to become accustomed to a bottle teat: this requires a different sucking action than does the breast, and switching back and forth can be confusing to the baby.

The Lact-Aid[2] is a device available for helping milk supplementation at the breast. It consists of a sterile disposal bag with a capacity of 4 oz (120 ml) of formula or breast milk, and a length of tubing which carries the supplement to the baby's mouth (Avery 1977). Milk is obtained by suckling — not by gravity — and the baby suckles both the mother's nipple and the tip of the tube at the same time. In this way, the baby is encouraged to nurse from a dry breast, and the suckling stimulation can help increase the woman's own milk supply. Gradual weaning can be achieved by putting less and less milk in the bag each day, and eventually, the Lact-Aid may become redundant.

The Lact-Aid supplementer is small and can be used directly when nursing. The Lact-Aid is fastened to the nursing bra or neck cord between the breasts, and positioned so that the supplement cannot siphon out. The filled bag is attached to the body of the device by a clamp ring. As the baby nurses, supplement is drawn from the bottom of the bag by the extension tube attached to the body: this prevents the baby swallowing any air that might be trapped in the top of the bag. The rate of flow of milk is controlled so that it is slower than from the breast, but fast enough not to overtire the baby. The nursing tube, soft and flexible, carries supplement to the baby's mouth, without discomfort, and rewards his suckling efforts. A full description of the operation of the Lact-Aid is given by Avery (1977).

Conclusion

It is certainly possible for many adoptive mothers to breast feed their infants, though the process of induced lactation requires considerable commitment and determination. The mother should be clear about her motives, and have a strong positive desire to lactate. Even so, she should realize that her actions are primarily fulfilling the emotional aspects of nurturing, and that supplementation will probably be necessary to achieve satisfactory nutrition for the baby. Support and encouragement from lay and professional sources is essential. The adoptive father has a major role here, and he should feel quite comfortable with the idea, and with the procedures involved. Friends and relatives may find the idea strange and their diffidence or possible disapproval has to be faced and overcome. The support of a lactation counsellor is invaluable — someone who has practical experience of breast-feeding, and who understands the difficulties and frustrations encountered. Family doctors or paediatricians should be consulted and informed of plans, as they may be unfamiliar with the concepts and techniques involved, and finally, early discussions with the adoption agency are helpful in providing for breast-feeding of the baby from the earliest possible moment. •

(Continued on page 142)

[2]Lact-Aid. Division of Resources in Human Nurturing, Box 6861 Denver, CO 80206

Clothing and Textile Import Restrictions Cost and Benefits

Rose Fedorak

Abstract

Restrictions on imports of clothing and textiles have been in effect since 1976. As the bilateral agreements on these restrictions were about to expire at the end of 1981, costs and benefits had to be considered before formulating new agreements. The benefits of continuing with restrictions include protection of the industry and continued employment for thousands. The costs include increased clothing prices due to lack of garments from low cost countries, no Canadian markets for projects from third world countries. Removal of restrictions would result in closures and unemployment.

Résumé

Les restrictions sur les importations de vêtements et textiles sont en vigueur depuis 1976. A l'approche de la date d'expiration des accords bilatéraux concernant ces restrictions, à la fin de 1981, on a dû considérer les coûts et les bénéfices avant de formuler de nouveaux accords. Les bénéfices qu'implique la poursuite des restrictions comprennent la protection de l'industrie et la sécurité de l'emploi pour des milliers de travailleurs. Les coûts comprennent une hausse des prix des vêtements due an manque d'articles provenant des pays bon marché, l'absence de marchés canadiens face aux projets des pays du tièrs monde. La suppression des restrictions signifierait chômage et nombreuses fermetures.

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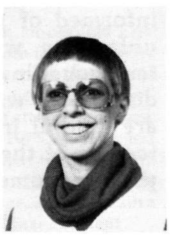


Imports of clothing and textiles have been restricted since November, 1976, after they made up more than 50% of the Canadian market. These restrictions were seen as necessary protection for the home industry which could not compete with the projects from low cost countries. Even with the cost of transportation and with tariffs these goods could be sold for less than Canadian made clothing. During 1978-1979 global restrictions were changed to bilateral agreements between Canada and 17 low-cost countries including Hong Kong, Korea, China, Philippines and Malaysia. These agreements expired in December, 1981.

As the expiration date drew nearer, the federal Textile and Clothing Board held hearings on the industry. The Board's recommendations included (Hest, 1980):

- extension of current bilateral agreements to December 31/1990
- improvements in the administration and monitoring of the agreements
- restriction of the growth rate of these imports to no more than the growth rate of the Canadian market
- provision of assistance for upgrading and modernizing the industry

The main benefit of this protection is that the Canadian industry will continue to have the opportunity to expand, modernize, and increase production. Many jobs will be retained (it is estimated that the clothing and textile industry employs approximately 500,000 people (Hest, 1980), and more jobs would be available as the industry increases production.

Some, such as the Canadian Apparel Manufacturers Association, feel that the bilateral agreements are not enough, that the industry had more opportunity to expand and become more efficient with the original global agreements (*Globe and Mail*, January 8, 1980).

Even with the protection, the industry faces many difficulties. In Quebec, small firms were closing at a rate of ten per month (*Style*, October 30, 1981). The problems include increasing costs of raw materials, increasing wages, the high energy costs, high interest rates and depression buying. With no protection against low cost imports even more firms would be forced to close, and many people who lack other skills would find themselves unemployed.

Unfortunately, the consumer has to pay the price — and that means higher prices for Canadian made goods. This would affect the lower income families the most because their clothing budgets would be more restricted. However, it has been pointed out that since 1976 clothing prices have increased less than the average prices for all manufactured goods (*Saskatoon Star Phoenix*, August 20, 1980). Disregarding price, the consumers' selection of clothing has been reduced by these agreements.

Another cost, as reported by Bernard Wood to the CHEA Executive Forum is that protection of the Canadian industry is hampering the development of the third world countries (Wood, 1981). These countries have been encouraged to develop and become self-sufficient, but when they have the products to sell, they find that limits have been placed on the numbers that can be sold to Canada. In a keynote address given to the Interna-

tional Textile Manufacturers' Federation, The Hon. Herb Gray, Minister of Industry, Trade and Commerce indicated that the government has taken this into consideration in establishing the new policies and in creating the Canadian Industrial Renewal Board (Gray, 1981).

Besides reviewing requests from the industry for assistance, and assessing firms' potential for restructuring, consolidation, and modernization, the CIRB will also attempt to "renew the economics base of the communities heavily dependent on those industries and most likely to be affected by the gradual liberalization of world trade in these commodities, and to help workers affected by those changes" (*Canadian Clothing Journal*, 31(2) 1981, p. 3).

What Are the Alternatives?

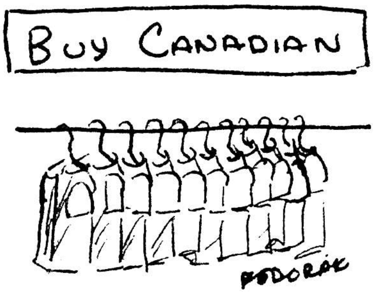
First of all, we could "let the chips fall where they may" and let those segments of the industry that cannot compete die a natural death. Presumably, the manufacturers of the higher price lines will survive since it appears to be the lower priced imports that are creating the most problems. Also the large firms may also survive because they have expanded to where they can be competitive. The ones that would suffer would be small firms, such as those found in Quebec, which are threatened even with the protection. In many instances, whole towns depend on the industry for a livelihood.

Although the consumer will have low priced goods to choose from, and we can take comfort in the fact that we are aiding the development of those countries less fortunate than ours, we have to consider that the cost of unemployment, welfare, or even retraining programs will be carried by the taxpayer.

Canadian firms can relocate in low cost countries to take advantage of the cheap labor there. These projects would then be competitive with imported goods. This, to some extent, is already happening, but it doesn't solve the problem of what to do with those workers who would not have a job in Canada.

The industry could become more competitive by lowering wages, increasing the length of the work day, and decreasing vacation time. These measures were taken during the depression of the '30s, and the result was more union action to improve conditions.

Whatever the solution might be — and it obviously is not an easy one — the consumer seems to be the one who pays. If imports are restricted, we pay more for Canadian made goods, and thus pay to support our industry. If we opt for freer trade, the outcome appears to be more unemployment which would be an increased burden to the taxpayer. •



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Ottawa urged to make changes in import '78 quotas. *Globe and Mail*, January 8, 1980, B2.

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Wood, B., Family recommendations: North/South task force recommendations. CHEA Executive Forum, March, 1981, 34.

Metric Conversion

(Continued from page 132)

confusion which arose. Frequently, the home economist will go to other stores in her area when they convert, to answer questions, distribute pamphlets, and generally allay customers' anxieties. Moreover, the home economist is available by prior arrangement to give talks to public groups on the subject of metrication.

From personal experience, I find that the customer reaction falls into three categories. A few people are extremely belligerent, and curse the system, the government, and all people they feel are to "blame". However, counterbalancing these people, are a few who are positive in their outlook, eager to learn the conversion, and anxious to master it quickly so that they will be knowledgeable consumers, and not at a disadvantage through ignorance. Between these two extremes are the majority of shoppers who are thoroughly bewildered. Most are grateful for any sort of assistance, either personal from the staff or through printed material.

A few very simple guidelines to customers will greatly eliminate their confusion. Indicating that a kilogram is slightly larger than two pounds is a useful point of reference, and multiplying the mass of a package by two will slightly underestimate the weight in pounds. Hence, a turkey having a mass of 4.250 kg will be slightly more than 8½ pounds. If a customer wishes a more exact conversion, I would mention the ratio of 2.2. However, for most perplexed customers, doubling the indicated mass is accurate enough. Furthermore, in the meat and produce departments of Dominion, there are metric information charts approximately every four metres along the shelf molding.

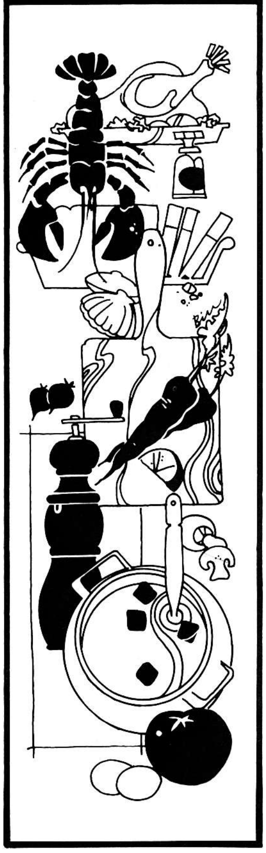
The most immediate and disturbing effect of metric conversion on the customer is the apparent sudden rise in prices. Where one formerly paid $2.99/pound for an item, the price is now $6.60/kilogram. Until it is pointed out that the price seems large because the unit is more than twice as large as a pound, the customer is shocked. An easy rule-of-thumb to convert prices is to divide by two, then subtract another 10%. This results in a figure which is accurate to within a few cents of the price per pound. For example, $6.60/kg divided by two is $3.30; subtract another 10% (33¢) to get $2.97/pound. For those not adept at mental arithmetic, Dominion Stores has printed an abundant supply of price conversion charts.

Customers are also encouraged when told that as one uses the metric system, this confusion will decrease. A positive attitude on the part of the staff member does much to dispel consumers' fears.

By now, the metric conversion program is an established fact, and it is to the advantage of all retail outlets to make the transition as easy as possible for their customers. •

Food Habits and Traditions: English Medieval vs Modern

Nancy Scrutton



English medieval (800-1500 A.D.) food, had its origins in the Roman era. The early Benedictine and Cistercian monks who were schooled in Latin, translated the works of such food authors as the Roman Apicius. These wise men preserved the Roman traditions and carried them on into the Middle Ages. It became well-known that if one needed a substantial meal, the local monastery was the place to go. The monasteries were centres of stability in a turbulent time. Money and land were often given to them by the wealthy in exchange for blessings and forgiveness of sins! These same monasteries became innovative centres for advancements in farming, agricultural techniques, and the culinary arts.

Our earliest evidence of written food instruction in England dates to the 9th and 10th centuries. *The Forme of Cury*, written in 1390 by a master chef for King Richard II, is the most famous of all early medieval cookbooks. This manuscript has been used as the basis for much research of the period, culminating in such interesting and readable literature as Dr. Lorna Sass's *To The King's Taste*.

We often visualize medieval food, manners, and traditions, as being far removed from the 1980s. It is seen as a time of unfamiliar and unpalatable fare, of disregard for cleanliness, and of rowdiness at the table. Indeed this was true in many instances, especially for the peasantry, but not for all classes of people. Our modern banquets, celebrations, foods, and traditions may seem equally as unruly when reviewed objectively. Perhaps we haven't come all that far along the road of culinary progress and refinement!

Lists of all purchases were kept in meticulously detailed account books by the large estate owners. It is from these accounts, plus records and menus from actual dinners, that we determine what was eaten by the upper-classes in medieval England. One interesting criticism about the cuisine of those days, was the lack of vegetables. However, many food historians point out the fact that seeds for vegetables were not purchased yearly, and thus were not always recorded. Rather, the people kept the dried seeds from one year's crop to start the next crop. Also, all plants, be they herbs, flowers, or vegetables, were listed as plants, (sometimes as *worts*) and thus not categorized into our modern classifications. In these instances, old farming and gardening manuals are extremely useful in the search for the food of a specific period.

Bridget Ann Henisch's *Fast and Feast: Food in Medieval Society* relates the ingredients that may have been used in a *salat* in the 14th century. Items such as parsley, sage, garlic, onion, leek, cress, fennel, rue, and rosemary were served with an oil, vinegar, and salt dressing (Henisch, 1976, p. 109-110). Other vegetables mentioned in historical literature include lettuce, cabbage, green beans, dried and fresh peas, carrots, celery, cucumber — the list seems endless, and surprisingly familiar!

Fruits were served, although the aversion to fresh fruits is often pointed out. It was believed they caused indigestion and consequently ill health. Thus apples, grapes, strawberries, and the like, were stewed or baked before being included in the meal.

The Medieval calender has been likened to a chess or checkerboard with its black and white days, representing the fast and feast days. Thus fish from the oceans and rivers provided daily fare for the seaside residence as well as the general populace, during the large number of fast, or *dark days* on the

Abstract

The food and culinary practices of the English Medieval period, seem far removed from the formal dining establishments and elaborately equipped kitchens of the modern world. Close scrutiny, however, reveals many similarities. Improvements have been made to medical and sanitary practices, farming techniques, and preservation methods. The ancient threads of culinary traditions are still, however, fundamentally intertwined in the procedures of the 1980s. In many respects, only the language has changed, equipment and techniques updated, and the variety of foods widened.

Résumé

La nourriture et les pratiques culinaires de l'époque médiévale anglaise semblent bien éloignées des grands restaurants et des cuisines à l'équipement ultra-moderne qui caractérisent le monde actuel. Toutefous si on regarde les choses de plus près, on se rend compte qu'il existe de nombreuses similarités. On a amélioré les pratiques médicales et sanitaires, les techniques agricoles et les méthodes de conservation. Cependant, les anciennes méthodes culinaires traditionnelles forment encore la base fondamentale des procédés employés dans les années 80. A beaucoup d'égards, seul le langage a changé, l'équipement et les techniques se sont modernisés et la variété des aliments s'est élargie.

Nancy Scrutton received a BA in Home Economics from the University of Windsor, Windsor, Ontario and a MA from Wayne State University, Detroit, Michigan. She taught home economics in secondary schools in Chatham and Amherstburg, Ontario. She is presently an assistant professor at the University of Windsor where she teaches courses in foods in the Department of Home Economics. **This is the second in a series of articles on food history prepared by the author for the** *Canadian Home Economics Journal.*

Church calender. Venison, beef, pork, poultry, plus game were used in a variety of ways on the feast, or *white days* of the calender.

One of the more important and fascinating items of note was salt. Not only was it used as a preservative, but also as an indicator of a person's social status at larger gatherings. The elaborate salt cellers separated the nobility, who sat *above the salt* and the less worthy, who sat *below the salt*. The London Guild of Salters was formed, illustrating the high esteem with which salt was held. Not to be outdone, the Guild of Pepperers was established in the 11th century, when pepper was being widely imported. (Hale, 1968, p. 86)

Menus from this particular period list dozens of foods that were served at each banquet. Cosman (1976) in her *Fabulous Feasts* has some interesting thoughts about the amounts of food that were offered to guests. She states:

> Ambient tasting was more likely the amenity, than gorging. Unless armor covered portly paunches, while the high-waisted gowns disguised fat waistlines . . . then medieval commentary and modern reason suggest that gigantic quantities of food were not consumed regularly. Grand feasts created an impression of plentitude. Splendor of selection, opulence of presentation, proof therefore of noble wealth or divine plenty, made the medieval feast an esthetic and doubtlessly, political spectacle. (p. 26)

The cooking techniques of the Middle Ages, while perhaps sounding bizarre, were really not that unusual. Part of the problem is our understanding or misunderstanding of the rather blunt terms used at that time. Esther Aresty (1964) illustrates this harshness in her *Delectable Past:*

> Take conies (rabbits) and smite them to pieces; seethe in grease. . . . Take chickens and ram them together, serve them broken. (p. 22-23)

What appears to be a very unappetizing sounding recipe on the surface, may be very edible by today's standards, if one delves into the meaning of the descriptive words. Our modern instructions to beat eggs, whip cream, pound meat, for example, have caused much confusion to new Canadians who struggle to learn our language and cooking methods.

Medieval recipes call for meats to be boiled several times. This can be explained by the fact that meats were often preserved with large amounts of salt. These frequent boilings with water changes each time, would be a method to extract the salty taste from the meat. The generous use of spices has also been mentioned in many accounts as making food palatable, or as a cover up for the rancid taste of the food. Actual measurements were not listed in old receipes. Medical records of the time point out the dangers of overspicing food, so perhaps rather than covering the natural flavors, the spices were used as enhancers or blenders of flavors. The fact that the spices were expensive also tends to make one believe they were used in moderation. Philippa Pullar argues that rancid, uneatable food was not the norm of the day. She states that a certain Peter of Blois attended a dinner and found the food of poor quality. The fact that he described this unusual low quality of food, suggests that perhaps it was the exception rather than the rule. (Pullar 1971, 0. 89)

One of the initial reactions many have to an illustration of a medieval dinner is one of repugnance. Usually this reaction is triggered by scenes of dogs and cats, begging for scraps. The thought of patting one's animal then using that same hand to convey food to the mouth, leaves many feeling queasy. However, household pets have not disappeared through the ages, nor has eating with one's fingers. In the

Source: *Food and Drink: A Pictorial Archive from Nineteenth Century Sources*. Don Mills: General Publishing Company, 1979.

20th century, we view pictures of a family, gathered for a meal, with their pets sitting under the table, ready to snatch the fallen morsel, as homey and family-like. Although forks have been with us for several centuries, they are not used in many fast-food restaurants or when eating traditional *finger foods* such as pizza and chicken. Medieval society had strict rules for dipping into a communal dish and for eating with one's fingers. Books of manners and rules were plentiful. One, *The Booke of Demeanor*, warns not to "scrape (scratch) while at table, scrub or claw your dog, your head, or your back". (Pullar, 1971, p. 85) While we have rules of etiquette about these exact same things, we know that they are not always adhered to. This was also the case in Old English society. Often, large modern dinners are served *country-style*, that is, using communal dishes for the main foods. The fork or fingers that have conveyed food to one mouth, are also sometimes seen poking through a platter of chicken in search of the largest drumstick. The point here is simply to illustrate that what one finds so distasteful in other generations, may be a way of life in our own society. We acknowledge the fact that hygiene and sanitary practices were not up to present day standards, that disease and infections were more prevalent, and as a result people did have a shorter life span. However, the similarities in culinary habits remain.

The unruliness that seemed to be predominate at large gatherings of diners, is another point of dispute. Scenes of mini-battles, horses galloping with scantily clad ladies aboard, hoards of musicians and actors all performing in the dining hall, are certainly chaotic. Entertainment while people dined had its origins in ancient times. This is a tradition that has been handed down to the present. Each age in history has used different forms of entertainment to help pass the time between courses, or after the eating is completed. One must bear in mind, that most of the pictures painted during the early Middle Ages made little use of the principles of perspective. Thus we see actors, musicians, and others performing right at the dinner table, while in fact this was not the case. Most large dinners for the wealthy took place in the Great Hall of the manor or castle. The guests sat on one side of the table (the other side being left free for food service) in a U-shaped formation and the entertainers performed in the middle of the Hall. The modern dinner theatre utilizes the same concepts.

One final culinary and entertainment parallel with the 20th century is the food sculpture, which was called *subtleties* or *entrements* in the Middle Ages. These elaborate and often edible sculptures were served with much pomp and flare, between courses, for entertainment, and as a bridge between the various flavors in a meal. Often we now see large, elaborate ice sculptures at special occasions. When the World Congress of Chefs de Cuisine meet at their Olympics, food sculpture plays an integral part in the competition. All parts of these modern art pieces must also be edible to be eligible for the judging.

In conclusion it has been shown that some of the foods, customs, and food preparation techniques remain basic to the traditional patterns of our cultural past. Fundamentally they continue intact but have been developed and refined to suit our technology. •

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Abstracts of Current Literature

(Continued from page 156)

Manufacturers predict an ample supply of polypropylene resins to meet all the demands from the growing polypropylene fibre field. The new resins do not contain large molecules as do conventional resins. The author lists the four advantages of the small-molecule resins as well as methods to protect or stabilize the resin.

Major end-product uses for polypropylene are in the areas of home furnishings, such as carpet fibres and upholstery, the latest developments of which are discussed. Industrial uses, which account for almost 40% of polypropylene textiles, are also a major end-product. Some of these industrial uses are geotextiles, filter fabrics, narrow fabrics and other uses such as furniture webbings, tennis wind screens and agricultural shade cloths. Spunbondeds is also a big growth area and may reach 150 million pounds by the end of 1985.

Apparel applications of polypropylene fibres are now under consideration. Companies are developing polypropylene for use in women's panties, lingerie and other knit apparel fabrics. In Europe it is being used in ski underwear and athletic socks. In England long-staple polypropylene yarns have been developed for wearing apparel. These products are generating interest for similar products in the United States.

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Abstracts of Current Literature

Submitted by
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Charlottetown, P.E.I.

From violent incident to spouse abuse syndrome

E.H. Bern
1982
Social Casework: The Journal of Contemporary Social Work, 63: 41

Earlier theories to explain family violence focussed variously on personalities of the abuser and the victim, on family dynamics of violent families, and, more recently, on multifactor systems theory. Gelles' social structure theory is widely accepted, that family violence results from a combination of factors in two categories: stress and socialization in the use of violence. The criticism is made that sociological stress theories are too mechanistic, and that psychological and social aspects of family violence have not been well integrated.

A theoretical model is presented, attempting to integrate sociological and psychological views of spouse abuse, to show how a given individual subjected to stress and socialization in the use of violence might be led into the cycle of increased violence.

The extent of violent behavior towards spouses is discussed. A distinction is drawn between a violent incident and the chronic use of violence, the former perhaps transitory and never repeated, the latter a characteristic reaction recurring periodically. The transition from violent incident to the cycle of violence is examined, including the abuser's conflicting feelings and attempts to justify the behavior. Three phases of the cycle are outlined.

Societal reaction theory is discussed, that deviance occurs and is then reacted to by an institution of society and the unacceptable behavior is labelled deviant. This article presents a different conceptualization. While societal reaction is a crucial variable, several different influences are occurring simultaneously and interacting in situations of unacceptable behavior: the person involved is reacting to his own internalized version of society's norms, to his own anticipation of the consequences of his behavior, and to an actual objective reaction to his behavior with which his own values and perceptions may or may not be consistent. These and other factors influence and modify the ongoing pattern of violence.

The assumption is made that the violent incident will have one of three influences on the self-structure of the abusers: it can be perceived and integrated into the self, and the person will probably continue in the cycle of violence; it can be perceived as not characteristic of self and then distorted; it can be perceived as nonrelevant and ignored, in which case violent incidents may or may not repeat themselves. All the variables interact and modify each other's influence. Three case studies illustrate the points made.

The model, based on the integration of several major perspectives, describes how an individual might progress from a violent incident to chronic violence, and how the model might also be used in intervention. Different types of intervention seem appropriate at different points in the progression, and three types of intervention are discussed.

The generality of the model and the suggestions for intervention are recognized, as well as the need for validation through empirical testing.

Jean MacKay, Ph.D.

Tastes of America: Eating out 1982; lifestyles, food favorites

S. Riggs and N.R. DeRoin
1981
Restaurants & Institutions, 89: 25

Some of the forces influencing eating-out patterns of Americans were investigated in a survey conducted by National Family Opinion Inc. for *Restaurants & Institutions*. A representative sample of 2,000 households in the United States were surveyed in the summer of 1981 and families were questioned about eating away from home.

Findings showed that in three out of four households someone eats lunch and dinner away from home at least once in a typical week, and in one out of four households someone eats breakfast away from home at least once a week. About 1/4 of the households in the sample spent less than \$10 and about 1/4 spent between \$25 and \$50 per week on meals eaten out. Only 6.5% of the sample considered that eating out provides good value for the money, while 58.3% considered it an average and 35.2% a poor value. About 27% of the households said they were eating out less frequently than last year while 17% reported eating out more often. However, overall, there was an increase from 6.4% to 6.9% in the number of times per week per household for eating away from home.

Families with children accounted for 40% of the sample. These families were the best customers of fast food restaurants with 80% reporting they would eat at a fast food restaurant compared with 65% of adults without children. Although they ate out less often than families with children, adult couples spent on the average somewhat more per week on food away from home. Households with working women were the heaviest spenders, spending 10% more than single person households.

Favorite foods selected for away from home meals reflect changing dietary trends towards lighter, fresher foods. The survey showed that households in 1981 reported eating more salads, seafood, fresh vegetables, fresh fruit and chicken than in 1980, with the largest number, 41.2%, reporting an increase in away from home salad eating. More than 25% of the households reported eating less steak, roast beef, french fries, and desserts. The results of a poll of foodservice operators identified chicken, tossed salad, battered fish, fresh fruit, and fresh vegetable appetizer as top-selling

items. However, operators listed also french fries, apple pie, ice cream, and chocolate cake as best sellers indicating some discrepancy between what householders believe they are eating and what they actually eat. Tastes do change and food behavior changes. Surveys such as this help to pinpoint these changes.

J. Estelle Reddin, M.S.

Brown tissue and metabolic obesity

George A. Bray
1982
Nutrition Today, 17: 23

In trying to solve the riddle of obesity many experts are intrigued with the role that brown tissue might play. The idea that a difference in metabolic efficiency might be the cause of some types of obesity has been the subject of intensive investigation. Increased metabolic efficiency implies that a larger percentage of ingested energy (food) is stored as fat. Studies with experimental animals have shown that the obese animals store a larger percentage of their food energy as fat than the lean animals.

Several mechanisms have been proposed by which metabolic efficiency might be achieved. These are: energy released during metabolism might not be transferred to high energy phosphate bonds like ATP; there might be differences in the rates at which ATP or other high energy phosphate bonds were broken down; and the overweight individual might be more efficient in muscular movement, thus expending less energy for the same amount of work.

Brown tissue is found only in homeothermic mammals and is found in greatest quantity in the newborn. Brown tissue has a high respiratory capacity and is thought to be an important organ for maintaining body temperature in early postnatal life. Brown adipose tissue represents about 1% of body weight while white adipose represents 15-25% of body weight.

Animal studies show that brown adipose tissue is a heat furnace in cold adapted animals. Heat production is increased when stimulated electrically as by the injection of norepinephrine and the blood flow to the brown fat increases during adaptation to the cold. However in the genetically obese animals, heat production by brown adipose tissue is defective.

Recent studies indicate there is a relationship of brown fat to diet. That during periods of dietary excess brown fat undergoes hypertrophy in an effort not to store excess calories as fat.

Brown adipose tissue in humans decreases gradually in quantity during the life cycle. This may provide a clue to the decline in metabolism with age and the prevalence of obesity in middle-aged and older people.

Studies on brown fat in human beings indicate that this tissue may be important in human obesity especially as a focus for future therapy.

Edith Giggey, B.Sc., P.Dt.

Fetal alcohol syndrome: A review

W.S. Beagle
1981
Journal of the American Dietetic Association 79: 274-276

This is a review of the clinical manifestations of fetal alcohol syndrome (FAS), the mode of action in this syndrome, the maternal malnutrition that may occur and, most importantly, the measures that must be taken if FAS is to be prevented.

Recent studies indicate that a large percentage (70-100%) of women drink during pregnancy and in pregnant women who drank one or more ounces of alcohol per day there was decreased intrauterine growth of the fetuses and malformation suggestive of fetal alcohol syndrome.

The clinical manifestations of FAS are described. These include an abnormally small head usually associated with mental retardation, unusual smallness of the jaws, abnormally small eyes with short palpebral fissures and vertical folds of the skin at the inner canthus of the eyes, and flattened nasal bridge. Dysfunction of the CNS is reflected in intellectual development, neurological abnormalities and behavioral actions. Because some individuals are affected to a greater extent than others, it is speculated that level of IQ may be correlated with level of alcohol use. Neurological findings include poor coordination and hypotonia. Behavioral problems such as extreme nervousness, irritability and hyperactivity are found. Several studies have shown that a woman can have a healthy baby if she stops consuming alcohol before conception.

The mechanism by which alcohol causes FAS is not fully understood. When present in maternal blood, alcohol diffuses rapidly across the placenta, causing an equilibrium between maternal and fetal blood levels. In both human and animal studies, the extent of abnormalities appears to be directly correlated to the quantity of alcohol ingested by the mother.

It is impossible for heavy drinkers to achieve the level of nutrients needed for maternal and fetal life. A folic acid deficiency is often noted in individuals with a history of alcohol consumption or poor intake of food. During pregnancy the need for this vitamin is increased because of its vital role in DNA synthesis; cellular proliferation is diminished if insufficient folic acid is available.

Education of individuals regarding the dangers of alcohol use and counselling of pregnant women are vital if FAS is to be prevented. Health care must begin with conception (or before) rather than when the pregnant woman first visits the obstetrician. All health professionals should help educate individuals, particularly pregnant women, about the dangers of alcohol use so that FAS may be eliminated.

Doris M. Anderson, M.Sc.

Polypropylene enters a new era of growth

R.G. Mansfield
1982
Textile World, 132: 44

Polypropylene has come a long way since its introduction less than twenty years ago. In its early days much effort was wasted trying to apply the fibre to end uses where it would not make a functional or aesthetic contribution. Also, dying it by conventional textile methods was not found to be feasible. However, it was acceptable in the area of producer-colored end-uses, such as upholstery, carpeting and macrame items.

One of the major attributes of polypropylene is its ability to be used in more fibrous forms than most polymer types. Some of these are ribbon yarns, fibrillated film yarns and extruded nettings and strappings.

(Continued on page 154)

The National Census Study of Secondary Vocational Consumer and Homemaking Programs by Ruth Hughes (Project Director), Barbara Rouguie and Barbara Woods. Ames, Iowa: ISU Research Foundation, 1980, p. 69; $5.00.

In the United States, the first major national study concerning vocational home economics was *Home Economics in Public High Schools, 1938-39* followed by Buela Coon's 1958-59 study *Home Economics in the Public Secondary Schools.* Now, twenty years after Coon's study, the census study has been released. It is designed to provide a description of vocational home economics programs in public schools across the United States. It was designed to identify what home economics concepts are being taught, to which learners, and in what courses such teachings occur.

For those not familiar with the US legislation regarding vocational consumer and homemaking programs, the following excerpt from the report summarizes the situation:

> Federal legislation, from the Smith-Hughes Act in 1917 to the Education Amendments of 1976, Title II, has both guided the direction of homemaking programs and reflected the concerns of professional home economists and society as well. Among the purposes stipulated for vocational consumer and homemaking programs by the 1976 legislation were 1) to encourage participation of both males and females to prepare for combining the dual role of homemaker and wage earner, 2) to prepare males and females to enter the work of the home, 3) to give greater consideration to economic, social and cultural conditions, and 4) to emphasize consumer education, management of resources, promotion of nutritional knowledge and food use, and the promotion of parenthood education in order to meet current societal needs.

The report indicates the topics included most frequently in courses and those taught least often. Based on the findings for each area, recommendations are made. Some of the recommendations are directly related to US legislation but many of the findings make one wonder whether or not we might find similar strengths and weaknesses in our Canadian programs. Curriculum developers will find the outline of concepts within areas useful and interesting questions raised. Suggestions are made regarding inservice and ways to increase content in critical areas. Educators interested in curriculum trends will find this document well worthwhile. It is available from the ISU Research Foundation, 315 Beardshaw Hall, Ames, Iowa 50011.

Reviewed by:
Verna Lefebvre, PhD
Faculty of Education
University of Alberta, Edmonton

Homes/Today and Tomorrow by Ruth Sherwood. Illinois: Bennett Publishing Company, 1981 (Second Edition). p. 464; Price $15.92

The text, developed with separate *Teachers Resource* and *Student Guides*, is an excellent family housing reference book for high school students. Written to stimulate creative thinking, analyzing and decision-making, students using the text and guide will develop a very good information base for solving housing problems encountered throughout their life. The many good assignment suggestions allow regional, local and personal interpretation.

Home/Today and Tomorrow provides design inspiration, develops an appreciation for aesthetics, and encourages sensitivity and understanding of the social, economic and environmental aspects of housing. Interior design concepts are comprehensive and well presented. There is good use of color and charts throughout. Metric measurements are used with imperial conversions following in brackets. Handicapped design is briefly mentioned.

The material reflects American housing trends thereby overshadowing regional Canadian conditions and developments. Anyone using the text exclusively has to complement the basic information with material from local housing experts and authorities.

The section on evaluating existing homes, although brief, is valuable because most people have to live in the existing housing stock. Only minimal mention is made of remodelling, and retrofitting (or renovating for energy conservation) is not mentioned at all. These two issues will be of great importance in the future as energy costs increase and people are less able to afford to move as frequently as they now do.

The section, "Natural Resources: Their Use and Conservation", is a good overview of alternate energy sources and some aspects of energy conservation. Again, regional variations are important in energy matters. In most parts of Canada, passively collected solar energy (using proper home design and window orientation) is much more viable than that collected by active means (with expensive pumps, fans, storage tanks and collectors). Yet active systems are the only type discussed and illustrated in the book. Underground housing is highlighted because of the insulative qualities of the earth. However, in most parts of Canada the soil temperature is too low to provide the same economic benefits as in south latitudes where air-conditioning may be required for most of the year.

Despite minor drawbacks, the informed teacher and student will find *Homes/Today and Tomorrow* a useful tool towards understanding the total housing picture.

Reviewed by:
Donna Bagdan, BID
Head, Home and Community Design Branch
Alberta Agriculture, Edmonton

Decorating Country-Style: The Look and How to Have It by Patricia Hart McMillan and Rose Bennet Gilbert. Garden City, New York: Doubleday and Company Inc., 1980. p. 224. $22.50.

For readers who have a good background in the elements and principles of interior design, this book offers a concentrated approach to achieving a country look. The country look is defined as one of a comfortable feeling or mood rather than a look achieved by the use of specific furniture or backgrounds.

Sections of the book are given to areas of decorating such as: floors, ceilings, walls, windows and color, allowing easy reference for particular consideration.

The book contains a great many illustrations. The illustrations are black and white throughout except for the color section. The illustrations tend to be too numerous compared with the text making it difficult to follow the text in some places. Fewer illustrations, well-chosen might relate better to the text, although the illustrations offer a wide range of examples.

A do-it-yourself section is included containing information helpful to those who are interested in the satisfaction derived from the personal touch.

A glossary and information on where to find country furniture is included.

Reviewed by:
Grace Engel, MA in Home Economics
Assistant Professor, University of Windsor
Windsor, Ontario

The Decision to Parent by Jerelyn Schultz. Ames, Iowa: Iowa State University Press, 1980. p. 169; $8.50

Sexuality and the Adolescent by Jerelyn Schultz. Ames, Iowa: Iowa State University Press, 1981. p. 260; $14.95

The Decision to Parent and *Sexuality and the Adolescent,* teaching guides for modules for use in senior high school programs contain competencies, subcompetencies, generalizations, learning activities and resources. The goal of *The Decision to Parent* is to "provide teenagers with a knowledge base upon which to make decisions regarding assumptions of parenthood, and if and when applicable, the knowledge and skills to perform parental responsibilities effectively". The focus is on two competencies: student ability to appraise the variety of responsibilities involved in being a parent (needs of children, role models, realistic expectations, economic factors in parenting) and student utilization of the decision-making process in determining if and when to become a parent. Self-evaluation and attitude scales and activity sheets are included in the appendixes. Reading from Landis and Landis, Craig, Westlake, Satir, and S. Simon are included in the activities.

Sexuality and the Adolescent is a guide for a module which focuses on three competencies: student description of how teenagers' concept of self is affected by growth and development in adolescence (meaning of self, values, self and coping with change, developmental tasks of teenagers, intimacy in human relationships); student explanation of the influence of interpersonal relationships within and outside the family on sexual attitudes and behavior during adolescence; and student description of the stages of pregnancy and the decisions to be addressed in each.

The resource list for *Sexuality and the Adolescent* is extensive. Texts such as Sases' *Person to Person,* the Rikers' *Finding My Way,* and Westlake's *Relationships* are referred to as well as numerous pamphlets and smaller publications. Activities and films are suggested, quizzes, self-tests and rating scales are included in the appendixes.

These guides were developed after assessing the parenting needs of Iowa secondary students. Home economics teachers participated in the development and field testing. Though teachers would want to supplement some readings to make their course relevant for Canadian students and though some of the film may not be available to all teachers, teachers should find the guides useful and time-saving as they develop their own courses to meet lcoal needs.

Reviewed by:
Verna Lefebvre, PhD
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Nutrition In A Changing World — A Curriculum For Preschool by Ellen S. Marbach, Martha Plass and Lily Hsu O'Connell. Provo, Utah: Brigham Young University Press, 1979. p. 179; $8.95

Nutrition In A Changing World — A Curriculum for Primary Level, Grades 1-3 by Ellen S. Marbach, Martha Plass and Lily Hsu O'Connell. Provo, Utah: Brigham Young University Press, 1979. p. 81; $6.95

Nutrition In A Changing World — A Curriculum for Grade 4 by Lily Hsu O'Connell, James Rye and Paul E. Bell. Provo, Utah: Brigham Young University Press, 1981. p. 159; $11.95

Nutrition In A Changing World — A Curriculum for Grade 5. James Rye, Lily Hsu O'Connell and Paul E. Bell. Provo, Utah: Brigham Young University Press, 1981. p. 137; $11.95

Nutrition In A Changing World is a comprehensive nutrition plan for preschool through grade 5.

Preschoolers experience first hand activities to broaden their perspective of what is food. The activities are designed to give the child a positive attitude towards food while familiarizing the child with a variety of foods and developing their sensory skills.

The primary child (Grade 1-3) examines the relationship of nutrition in several social settings — parties, holidays, grocery store, etc. This curriculum includes the concept of serving sizes, number of servings and a simple and interesting approach to nutrients.

The Grade 4 curriculum relates a knowledge of the human body to nutrient interaction. Most lessons centre on nutrients which may be a little too advanced for this age group. There is little information on snacking, breakfast or food preparation. There is good information on fibre, consumers and "big value" foods (nutrient dense).

The Grade 5 guide emphasizes dental health, cereals, energy and fat.

Although the USDA food guide is used throughout, the teacher could easily adapt serving sizes and amounts to comply with the amounts in Canada's Food Guide. Special care may be needed in using some of the nutrition information as cake is classified in the breads and cereals group and ice cream, cake and raisins are considered good snacks. This is contrary to current recommendations in Canada.

The books are designed to provide the teacher with all the details of instruction. Each unit includes: rationale, prerequisites, preassessment, objectives, activities, postassessment, and a list of resources (American) that can be borrowed or purchased.

The guides for grades 4 and 5 contain more nutrition information and a greater emphasis on evaluation.

The activities include songs, poems, stories, puppet shows, field trips, letters to parents, drawing and many many more unique and creative ideas. Often masters for worksheets and charts are included.

The curriculum guides for grades 4 and 5 are designed to be used with children with little or no prior formal nutrition instruction as well as those who have progressed through the cur-

riculum from preschool. The concepts are probably more appropriate, however, for children at least a year older than specified unless they have had previous training in nutrition education.

In conclusion, *Nutrition In A Changing World* is an excellent resource for teachers and childcare workers wanting to commit time to nutrition educatin. The lesson plans, resource lists and evaluative techniques make it easy for the teacher to use.

Reviewed by:
Lynda Clark, B.H.Ec., MS
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Home Economics Directorate, Winnipeg

Illustrated Guide to Textiles. Marjory L. Joseph and Audrey Gieseking-Williams. Minneapolis, Minnesota: Burgess Publishing Co., 1981, p. 160: $8.95.

Written as a textile laboratory manual, this book is intended for introductory textile courses. The manual is designed as a study guide and partner to a textile textbook. This manual is highly compatible with Joseph's *Introductory Textile Science.* Laboratory assignments are in the following areas: textile composition, fibers, yarns, fabric structure, color, and fabric finishes.

The text is divided into six chapters, each providing background information concerning the topics it covers. Within each laboratory assignment, space is provided for students to attach samples and to write notes. The pages in the book are designed to be inserted in a looseleaf notebook. Therefore, worksheets may be turned in for lab grades and can then be reinserted for later reference. Valuable pictures have been included featuring fabric samples, fibers, and textile equipment.

This laboratory manual provides students with information greatly needed to evaluate the performance of textile products. The information will be particularly useful to merchandising and clothing design students.

As pointed out by the authors, within the study of textiles there are nonspecific and indefinite factors that enter into textile analysis. Throughout the text, students may encounter various textile characteristics that may depart from the general rule. By not having samples supplied by the text, students and instructors will experience varied textile laboratory experiences. There are helpful suggestions, however, to guide individuals in their evaluations of textile performance.

This manual is excellent for instructors who do not have an extensive supply of textile testing equipment. Only a small amount of elemental textile equipment is needed (i.e. tweezers, magnifying glasses, microscopes). The lecture given in classes should introduce laboratory assignments and be reinforced following the lab.

Reviewed by:
Phyllis R. Spruiell, PhD
North Texas State University
Denton, Texas •

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Corn Syrup

The Health Protection Branch has found Clostridium Botulinum spores in corn syrup. Many parents have raised their infants on formula containing corn syrup and have had no problems. However, since poisoning is possible, the risk involved in recommending the feeding of corn syrup to infants should not be taken.

Since infants do not have acidic stomachs until they are close to one year old, they are susceptible to botulism poisoning. If an infant were to be poisoned, it would probably die before botulism could even be diagnosed. Pastuerization does not destroy the spores — as they are heat sensitive to 240°F (and pasteurization is 210°F).

The belief that corn syrup helps with constipation has not been substantiated in the literature; therefore, parents will need to look at feeding prune juice and increasing fluid intake as other methods of overcoming constipation.

Source: **Nutrition Notes for Nurses**, Manitoba Department of Health, Volume 8, No. 2, p. 3, February 3, 1982.

L-sugar

The following information is drawn from the January 1982 edition of Market Highlights, compiled by Alberta Consumer and Corporate Affairs:

> A US Company is set to market L-sugar. This is chemically identical to real sugar except that its molecules are put together in a mirror-image alignment. Because of this, the human body cannot absorb them. L-sugar will not cause tooth decay or leave an aftertaste. The company still must arrange for large scale production and the Food and Drug Administration must approve it. Procter and Gamble holds a patent on another non-absorbable substance, sucrose polyester. It is being tested as a butter substitute that, during passage through the body, attracts and disposes of cholesterol.

A New Gadget

Microwave lovers have yet another gadget to examine and decide whether to purchase. It is a calculator designed to determine how long a food should be cooked. How does it work? The operator punches in the weight and type of food to be cooked. If it is meat, the unit is instructed as to whether the product is to be rare, medium, or well done. The calculator responds with specific cooking instructions. This calculator retails for about $80.00.

CPI Revisions

April, 1982, the Consumer Price Index (CPI), will be revised to reflect the changes in Canadians' spending habits. The weighting of CPI will be based on 1978 expenditure patterns instead of the currently used 1974 figures.

Weights will change as follows:

Food, 1978 — 21.1%, vs. 1974 — 21.5%; **Housing**, 35.4% vs. 34.1%; **Clothing**, 9.6% vs. 10.1%; **Transportation**, 16.2% vs. 15.8%; **Health and Personal Care**, 3.7% vs. 4.0%; **Recreation, Reading and Education**, 8.6% vs 8.3%; **Tobacco and Alcohol**, 5.4% vs. 6.2%.

Reference: Alberta Consumer and Corporate Affairs, **Market Highlights**, Feb. 1982.

Baker's Hotline

Have you problems with your baking? Robin Hood has an answer — Robin Hood's "Helping You Bake Better" Hotline. The objective of the Robin Hood Company is to provide expertise in answering consumers' baking inquiries and recipe requests. The service began in Alberta March, 1982 under the following toll free number — 1-800-332-1313. The line is open Monday through Friday from 10:00 A.M. to 3:00 P.M. The Hotline is for both consumers and professionals. September of 1982, the Hotline will expand to a national service with bilingual home economists answering requests.

New Technology

- **Fibre Optics**

The future of fibre optics is remarkable. In the near future, fibre optics will make it possible for consumers to use their TV sets as they use telephones today.

What characteristics of fibre optics will make this possible? The fibre optics use thin strands of glass on which information may travel on a beam of light. These fibres are contained in a cable, and are capable of carrying audio and video signals quickly and clearly — at many times the speed they could be passed along a traditional metal wire.

Fibre optics will bring into grasp the ability for persons to shop, bank, work or learn without leaving their home. The technology that enables this will not be inexpensive, but will likely be viewed as part of the cost inherent to the information society.

Some futurists believe that fibre optics will have sociological ramifications, as they will change how people live and work. People may not have to leave their home to work, and might engage in employment with a firm miles away.

- **Robotics**

James S. Albus of the American National Bureau of Standards sees robots as the new trend in manufacturing. He believes that the use of robots will double every three years for the rest of the century. In his view robots will reduce labor costs to business and in turn lower prices for consumers.

Robots would be advantageous because they could free people from monotonous, boring work and the accompanying morale problems to employment that would be more rewarding. Another positive factor is an increased quality of products, since robots are not able to choose to lower their level of performance! Using robots to mine the ocean floor, and produce food in hostile climates could improve the human lot.

Albus believes that at the rate humans are presently being replaced (3,000 per year) there is no difficulty in retraining them for new positions. With tongue in cheek, he says these persons could be trained to build robots!

A concern voiced is that of the ownership of robot technology. It is believed that this knowledge should be shared by all phases of industry, both large or small.

- **Video Discs**

Video discs are expected to be part of the new mode of communication. The discs are categorized as being either capacitance or optical systems. Capacitance discs are much like a record, with video and audio information carried in grooves and decoded by a pickup arm and stylus. These units are used mainly in home entertainment and a small sector of the educational market.

Optical video discs are often referred to as laser discs. The information is stored on the surface of the disc and discerned by a low-power laser beam. Optical discs are advantageous because they have an unlimited life expectancy, and are good for long term storage of information.

Video discs can store large amounts of information easily. It is technically possible for a 20-volume encyclopedia to be stored on just two discs. To be in step with the future, some textbook publishers are presently planning electronic publishing divisions.

Yes, the future holds much change. New technology will bring lifestyle changes; but the informed consumer will be prepared to cope with the new and different.

Reference: J.C. Penney Forum, January 1982.

Canada Food Guide Revision

Health and Welfare Canada has recently released a revised Canada Food Guide. The following is quoted from their release dated March 2, 1982 and outlines the changes made:

> The purpose of Canada's Food Guide, which is to assist Canadians in making sensible food choices to satisfy nutrient needs and energy requirements, has not changed. Canada's Food Guide continues to be widely used as an educational tool in health and related programs across the country.
>
> The format and graphics of Canada's Food Guide have been retained. Changes are as follows:
>
> - integration of the Nutrition Recommendations for Canadians. The major principles of **variety** in food choices and eating patterns, **moderation** in the use of fat, sugar, salt and alcohol, and **balance** between energy intake and energy expenditure, are included in the Guide.
> - more extensive use of SI units consistent with metrication. Energy values are given in kilojoules; some serving sizes have been modified.

In the next text there are:

- changes in the names of two food groups: *Meat, Fish, Poultry, and Alternates* to indicate the variety in food choices available, and *Breads and Cereals*.
- changes in each food group under "Some examples of one serving". In *Milk and Milk Products*, the serving size of yoghurt has been reduced. In *Meat, Poultry and Alternates*, the serving size for nuts and seeds has been set at 125 mL (½ cup). The serving sizes are given separately for cooked and ready-to-eat cereals in the *Breads and Cereals* group. The addition of hamburger or wiener bun to the examples in this group recognizes frequency of their use. The terms "fresh, frozen or canned" are included in the *Fruits and Vegetables* group to indicate the variety of food choices available.

Canada's Food Guide has been revised by the Federal-Provincial Subcommittee on Nutrition in co-operation with the Nutrition Programs Unit, Health Promotion Directorate, Department of National Health and Welfare, Canada. This revision is based on ongoing discussions as well as the results of a formal evaluation of the 1979 Canada's Food Guide by professionals and paraprofessionals. There was wide acceptance of the *Food Guide* so that only minor changes were suggested along with the integration of the Nutrition Recommendations for Canadians.

A revised and expanded *Canada's Food Guide Handbook* will be available in the Spring of this year. The handbook is designed to assist educators in explaining *Canada's Food Guide* and thus, to help Canadians make appropriate food choices. The principles of variety, moderation and balance are presented in detail throughout the handbook. •

Window Quilts™

Canadians are increasingly concerned about energy conservation. Quilted window covers are becoming more popular. Here are a few facts that the Window Quilt™ manufacturers Appropriate Technology Corporation of Brattleboro, Vermont state in their trade brochures:

- window quilts can reduce heat loss through windows and patio doors by up to 79%.
- their product has five layers, two of which are insulative, one reflective, and the other two are coverings. These layers are bonded together mechanically, not stitched.
- as well as keeping the warm in in winter, window quilts keep the warmth out in summer.
- payback on window quilts is one to three years.
- when drawn, window quilts may be air-sealed at the sides and bottom.
- window quilts work well for unusual windows, i.e. skylights and sunporches.

Window quilts are available in Canada via various outlets and manufacturers. They are an added feature that an energy-conscious home owner can incorporate.

Cuisine Minceur — Updated

In a past issue of the *Journal*, an item was included about Cuisine Minceur. According to the December 7, 1981 issue of Newsweek, the French chefs who originated Nouvelle Cuisine (a higher calorie version of Cuisine Minceur) are rather disgruntled about the way the technique has evolved. A chef has been quoted as follows: "What passes for nouvelle in most places is no longer interesting. Everything is being cut up and puréed. You'd think the French had no teeth left".

An interest in light, lower calorie food does remain; but the backlash is evident. In France, there is a trend toward more traditional, regional recipes.

Credit Card Crackdown

American Express has introduced a penalty for late payment of bills. Accounts over $50.00 that are not paid in 60 days will be charged 2½% of the owed amount or $10.00 whichever is greater. The described penalty has been in effect since June of 1981; and as of January 1982 was extended to corporate cardholders.

55 Alive

Canada Safety Council has a new idea that will be piloted in Nova Scotia. The program is titled "55 Alive —Mature Driving". It is unique, in that it is only for persons over 55 years of age, and taught by individuals of that age bracket. The rationale for the course is that persons of over 60 years have a higher number of accidents per kilometers driven than middle-aged drivers.

(Continued on page 164)

Consumer Education Materials: An Annotated List

Are you looking for a resource list that is up-to-date, complete, and full of answers to your questions? The Consumer Education Materials: An Annotated List prepared by Alberta Education and Alberta Consumer and Corporate Affairs, was revised in 1982 and is ready for your use. The publications lists: materials (i.e. books, games and kits), 16 mm films, and periodicals. To assist the teacher, the guide designates a grade level for each entry, a price code, plus abbreviations that denote whether the resource is a cassette, filmstrip, or teacher's guide. Canadian materials are marked for easy noting. So that interested persons may order materials a list of addresses for publishers, producers, and suppliers is included.

To receive a copy write: Resource Centre, Garneau Professional Centre, 11044-82nd Avenue, Edmonton, Alberta T6G 0T1

Fitness • Head On:

Want a book with the spices of life, the humour of well drawn cartoons, and a challenge to get you moving? Occidental Life and Participaction have put together such a booklet! They say the publication was "designed to stimulate your mind so you'll stimulate your muscles".

The writers of the 32 page resource have identified the ten most common problems that stand between people and physical fitness. Here are a few of the "hurdles" they cite:

- Caught in the Thought . . . Not the Act
- Walking a Mile in Someone Else's Shoes
- The Power of Negative Thinking
- Quitting While You're Ahead

One of the most helpful things about the book is that it is full of suggestions on how to overcome the negative attitudes many have about fitness. A belief the booklet affirms is that if you record your intentions and activities, it will keep you on track. To back up their treatise, a chart is provided.

For those planning a personal fitness regime, or hoping to instruct other adults in a fitness endeavor, *Fitness • Head On* is a valuable booklet. An added note — there is a film to compliment this material and it seems to be in high demand.

For your copy, write Transamerica Occidental Life, Box 69, Station K, Toronto, Ontario M4P 2G4

For the Family Practitioner:

The 1980s show an increasing concern for the stability of the family. The following are publications that would be useful to the family counsellor, the teacher of high-school family-relations classes, and the individual who is found in a particular stage of the family-life cycle:

- **Living With Your Teenager:**

  This is a series of 4 leaflets written by Judith O. Hooper of the School of Family Resources and Consumer Sciences — University of Wisconsin — Madison. The following is a brief sketch of the material in each leaflet:

  - *The Changing Parent-Child Relationship:* The teenagers and adults in any home must find the balance between the young persons attempts at independence and the parent's struggle to relinquish control. A comment made is that the period of change the family must go through often comes at a time of predicament for the parents, thus intensifying the problem. The author concludes by saying that a successfully released young adult will reward parents by wanting to come back.
  - *Understanding Physical Changes:* Parents are encouraged to help adolescents take the changes in their bodies in stride. Much emphasis is placed on not comparing the adolescent to his/her peers, as each child is on a personal timetable. The link between physical and emotional changes is discussed. Parental support is seen as the bridge that will help youth grow through the teenage years of change.
  - *Understanding Emotional Changes:* Emotional upheaval and the teen years are synonymous in most people's thinking. The causative factors for emotional upsets are discussed. They range from hormonal unbalances, to lack of rest and poor eating habits. A carefully maintained balance between restrictions and freedom is difficult for parents to achieve, yet will reduce emotional outbursts. One of the communication skills the article mentions as useful when dealing with teens is "I" statements. Above all, parents should be empathetic to with their teens — acknowledging they were there once, too!
  - *Understanding Changes in Thinking:* Teenagers are egocentric, just as young children are. The difference is that youths begin to realize that their beliefs are part of their thinking process. The problem arises when they do not allow others the uniqueness they desire to enjoy themselves. As young people reach later teens, they become more open-minded and mature in their thinking. The challenge then, is for parents to view their children as adults.

If these leaflets interest you, contact: Agricultural Bulletin Building, 1535 Observatory Drive, Madison, Wisconsin 53706

There may be a charge for handling orders for the above series.

Smiles and Tears:

Something relatively new in Canada, is mothers' support groups. These groups are designed to allow informal sharing of ideas, information, and experience by new moms. To assist such groups, the Parent Resource Unit of Alberta Social Services and Community Health have prepared *Smiles and Tears: Let's Talk About Being a New Mother*. The resource consists of two handbooks — one for leaders, and another for mothers.

The leaders manual gives clues as to the best way to set up the group, as well as post-natal exercises, recommended books, and much more. The mother's manual has ten short readings on topics varying from "Taking Care of Yourself" to "Leaving Your Child" and "Toilet Training". Lists of books that parents might choose to read on their own are given in addition to each topic.

To receive a sample of the Smiles and Tears about Mothers' Support Groups, *contact: Parent Resource Unit, Alberta Social Services and Community Health, 5th Floor, Ford Tower, 633 6th Avenue S.W., Calgary, Alberta, Canada T2P 2Y5*

Food and You

Agriculture Canada has brought out two new publications that are attempting to explain to Canadians the intricacies of the food industry, and the consumer's role in cutting personal costs. Both publications use colorful, eyecatching pictures and simple language to explain concepts that many find baffling. Here is a look at the content of the publications:

- *Your Food Dollars — Where Do They Go?* The purpose of the brochure is summed up in the opening statement: "It provides a clearer understanding of Canada's food industry and the role of the consumer in it." The format is question and answer. The following are the questions discussed in the booklet: • What has happened to food prices? • Why do food prices change? • Where does the food dollar go? • Are food prices too high? • Is the Canadian food system efficient? • What can the consumer do? Although the accuracy of the publication may be questioned by some, it is an unbiased view of how food is priced. I believe it is a valuable resource for those who work with either the urban or rural family, and promote the agricultural domestic food sector.
- *Your Choice Counts:* Often the consumer blames the producer or the middleman for the high cost of the weekly grocery basket. This reference is designed to assist the shopper to develop personal skills of stretching the food budget. Tips are presented in a quick-read fashion, and relate to strategies to use before you go shopping, while at the grocery store, and when you return home. There are good reminders of the basics, for the experienced homemaker; and tried suggestions for anyone just starting out.

These publications are available from Agriculture Canada, Ottawa K1A 0C7. Order by title and number: **Your Food Dollar** *#5146E (also available in French)* **Your Choice Counts** *#5150E (a bilingual publication)* •

Housing Needs Assessment

The purpose of this study was to describe conditions in the homes of the elderly and disabled in the Saskatoon area of Saskatchewan and to develop programs to support independent living. Differences between rural and urban, and elderly and disabled persons were considered. Social agency personnel provided lists from which a random sample was drawn. A pilot tested questionnaire was used for interviews in the homes of subjects or senior citizens' centres. Standard SPSS statistics, three-way analysis of variance and Scheffé test, factor analysis and discriminant analysis were used. Differences observed between rural and urban subjects included a greater ability and willingness to cope with the rural environment and fewer disabled persons. The disabled were more aware of their needs than other groups, and wanted assistance. Some specific needs related to kitchen planning and equipment. Greatest difficulty was in receiving help from the family, finding other forms of household help, and threading needles. Least difficult were operating sewing machines and folding clothes. New home technology was not used. Greatest satisfaction was expressed for kitchen floor surfaces, adequacy of daylight and countertop height. Least satisfaction was for participation in activities when the weather was extreme, delivery services from the markets and drugstore. The highest values were regular lifestyle, family ties, and remaining in same dwelling. The lowest values were cultural arts and skills, luxurious lifestyle and prestige. Programs should be planned for all groups, but especially for rural and disabled persons. Rural persons preferred information on radio, television, in print, or in-home visits. Disabled persons preferred television, meetings, print and classes. Transportation was required. Weekly presentations were most suitable.

A full report is available from Canada Mortgage and Housing Corporation, National Office, Ottawa, K1A 0P7.

Wanda Young

What's New *(Continued from page 162)*

The purpose of *55 Alive* is to help senior drivers update their driving skills and compensate for normal age-related changes in driving proficiency. The changes that the course discusses are the narrowing of peripheral vision, hearing impairment, and slowed reaction time.

55 Alive is based on an existing American program that has proved successful. American insurance companies respond enthusiastically to the program; and some companies even offer discounts to program graduates.

Restoring Shrunken Woolens

Have you ever shrunk your favorite woolen sweater, and wished you knew a way of restoring it to its original size? Jane W. Winge of North Dakota State University's Co-operative Extension Service has prepared a brochure telling how to restore shrunken woolens. Here is a summary of her instructions:

- Make a solution of 2 tablespoons of synthetic detergent shampoo — **not soap**, and one gallon of lukewarm water.
- Place the clean garment in the solution and squeeze the solution through the garment. Remove article, squeeze out excess solution, but **do not** rinse.
- Lay the article on plastic, and gently stretch it back to its original shape. Allow the garment to dry flat.
- If needed, steam the item to restore its original mat finish. Use a press cloth so wool does not become harsh.

Winge cautions that a garment should not be stretched beyond its original size. •

Ten questions your patients may ask about the new low-calorie sweetener, NutraSweet™

Recently, foods and beverages made with a completely new kind of food sweetener, NutraSweet* aspartame sweetener, were introduced in the marketplace. Here are the answers to some of the most frequently asked questions about this revolutionary new product.

1. Exactly what is NutraSweet? NutraSweet is not a sugar. NutraSweet is a sweet, nutritive substance made of protein components like those found naturally in most foods. It is a sweet compound of two amino acids, aspartate and phenylalanine.

2. What foods are made with NutraSweet? A variety of foods are made with NutraSweet: carbonated soft drinks, pre-sweetened cereals, instant puddings and dessert toppings, flavored crystal beverages and chewing gum.

Equal® (Égal® in French), the new low-calorie tabletop sweetener in packets and tablets, is also made with NutraSweet.

3. Can NutraSweet reduce calories in foods? NutraSweet sweetens with far fewer calories than sugar. For example, a teaspoon of sugar contains 16 calories. NutraSweet delivers equivalent sweetness with only 1/10 of one calorie. That means, in some foods made with NutraSweet, *calories may be reduced as much as 95 percent* (see chart below).

4. Can children have foods made with NutraSweet? Unlike many non-nutritive sweeteners, NutraSweet has been clinically tested with people of all ages.** If a person consumes an amount of NutraSweet equivalent in sweetness to one teaspoon of sugar, he takes in 8.5 mg. of aspartate and 10.6 mg. of phenylalanine. By way of comparison, he takes in 50 times these amounts when he drinks an 8 oz. glass of milk.

5. Are foods made with NutraSweet more nutritious? Sometimes. For example, a pre-sweetened cereal made with NutraSweet can offer more protein,

fiber, vitamins and minerals per serving than the same size serving made with sugar. That's because sugar's bulk and calories can be replaced with more cereal grain.

6. Can NutraSweet help reduce tooth decay? Too many sweets in the diet, combined with poor dental habits, contribute to tooth decay. While diet is only one factor, substituting foods made with NutraSweet for sugar-sweetened foods may help to reduce cavities.

Supporting this theory are studies conducted by the U.S. National Institute of Dental Research that showed use of NutraSweet was not associated with the formation of cavities in animals.

7. Can persons with diabetes eat the foods made with NutraSweet? NutraSweet is welcome news for persons with diabetes because it is digested and utilized by the body as protein. That means some foods and beverages formerly high in sugar may soon be enjoyed because with NutraSweet most beverages will be totally sugar-free and other foods will be significantly reduced in carbohydrates.

8. Can pregnant women use NutraSweet? On the basis of animal and clinical studies, Health and Welfare Canada concluded that NutraSweet does not present an additional risk to pregnant women. The amino acids from NutraSweet will be less than 1% of the total protein consumed over a day. And, consuming foods and beverages made with NutraSweet is just like eating other foods containing the same protein components.

9. Does NutraSweet really taste like sugar? In two separate studies conducted at a leading university in New York, people were fed a diet that contained sugar-sweetened foods. Occasionally, foods sweetened with NutraSweet were substituted without the subjects' knowledge. Most subjects could not tell the difference between the foods sweetened with NutraSweet and the same foods sweetened with sugar.

10. Can NutraSweet help me control my weight? Eating foods made with NutraSweet allows you to reduce your daily calorie intake, yet still satisfy your sweet tooth. And because foods made with NutraSweet taste like high-calorie foods, they can help make even a restrictive diet more palatable.

Compare the difference in calories:

Food	**Containing Sugar**	**Containing NutraSweet**
Hot chocolate (8 oz.)	116 calories	64 calories
Carbonated soft drink (10 oz.)	120 calories	1 calorie
Gelatin dessert (½ cup)	81 calories	10 calories
Whipped topping (4 Tbsp.)	56 calories	28 calories
Chocolate pudding (½ cup)	150 calories	75 calories
Milk shake (1½ cups)	284 calories	135 calories

*NutraSweet is a brand name of G.D. Searle & Co. for the sweetener aspartame (APM).

**NutraSweet contains phenylalanine. Physicians with phenylketonuric patients may request additional information on foods made with NutraSweet by calling (1-800) 268-1120 and in British Columbia (112-800) 268-1120.

The NutraSweet Breakthrough

Searle Food Resources, Inc. **SEARLE** Subsidiary of G. D. Searle & Co.

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will make our Association more effective

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Give the form on this page to a home economist you know

CONDITIONS OF MEMBERSHIP

MEMBERSHIP CLASSES

There are five classes of membership: active including life, associate, student, reserve and honorary.

ACTIVE MEMBERS

1. Active membership shall be limited to individuals with the following qualifications whose application is approved by the Board of Directors:
   a. a degree in Home Economics from a recognized university, or
   b. a degree in a related field from a recognized university who by interest and activity serves the goals of the Association or,
   c. was a member in good standing of the unincorporated body known as the Canadian Home Economics Association at the time of the incorporation of the Association and who maintains continuous membership in good standing of this Association.
   d. The Board of Directors may grant active membership to one who, after five years of associate membership in the Association, is deemed to have made an active contribution to the Association or the profession.
2. An individual who has had continuous active membership for at least ten years immediately prior to applying for life membership may become a life member subject to the approval of the Board of Directors.
3. An active member, in recognition of outstanding contribution to the Association over a period of years, may be awarded a special honorary life membership, subject to the approval of the Board of Directors.

ASSOCIATE MEMBERS

Associate membership shall be limited to individuals with the following qualifications whose application is approved by the Board of Directors:

A secondary school certificate and:

a. a Home Economics diploma granted by a recognized college or School of Technology after two years of successful study, or
b. a provincial Home Economics teacher's certificate, or
c. a provincial teacher's certificate with additional training in Home Economics equivalent to at least one year of successful study.

STUDENT MEMBERS

Student membership shall be granted to a person enrolled in a **full-time** undergraduate program at any Canadian university, faculty, college, school or department which is eligible to send voting delegates to the A.C.H.E.S. convention.

RESERVE MEMBERS

Reserve membership may be granted on application to the Board of Directors to those who qualify as active or associate members, and who are now:

a. graduate students enrolled in full-time post graduate study in home economis or a related field for a minimum of six months of the membership year May 1 — April 30
b. home economist employed on an average of less than 10 hours per week
c. retired

HONORARY MEMBERS

Honorary membership is granted by unanimous vote of the Board of Directors to a non-member who has rendered exceptional service to the field of Home Economics:

FEES —

Active and Associate members (annual)	$ 65.00
Life Membership	$975.00
Student members (annual)	$ 20.00
Reserve members (annual)	$ 35.00

Membership includes subscription to the Canadian Home Economics Journal published Spring, Summer, Fall Winter
Membership year — May 1 to April 30

Home economics graduates from Canadian universities for the year immediately following graduation with their qualifying degree may become members of the Association at a fee which is one-half the current active/associate membership fee.

CANADIAN HOME ECONOMICS ASSOCIATION
L'ASSOCIATION CANADIENNE D'ECONOMIE FAMILIALE
151 rue Slater Street, Ottawa, Ontario K1P 5H3 (613) 232-9791

MEMBERSHIP INFORMATION FORM
Please complete and return to the above address.

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Veuillez compléter cette demande et la retourner à l'adresse indiquée ci-haut.

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Name/Nom ______
☐ Local Home Economics Association
Name/Nom ______

Veuillez indiquer si vous êtes un membre de votre:
☐ Association d'Economie Familiale provinciale
☐ Association d'Economie Familiale locale

University, College or School Attended / Université, collège ou école	Major Specialisation	Degree or Diploma Rec'd / Grade ou diplôme	Date

Complete both sides and return to:
The Canadian Home Economics Association
151 Slater Street
Ottawa, Ontario
K1P 5H3

Completez les deux côtés et retournez à:
L'Association Canadienne d'Economie Familiale
151 rue Slater
Ottawa, Ontario
K1P 5H3

See over/voir au verso

Date: ______ Signature: ______

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As professionals, members are concerned about

* updating, continuing education
* professional development
* networking
* keeping abreast of new research

The Canadian Home Economics Association responds through

* CHE Journal published quarterly
* membership directory
* workshops
* conferences
* newsletter
* special interest groups
* committees
* CHEA alert

and provides its members with opportunities for

* personal growth
* professional growth

CANADIAN HOME ECONOMICS ASSOCIATION
L'ASSOCIATION CANADIENNE D'ECONOMIE FAMILIALE
151 Slater Street, Ottawa, Ontario K1P 5H3

APPLICATION FOR MEMBERSHIP

Please Print in block letters

I PERSONAL DATA: Check preferred mailing address: Home ☐ Employment ☐

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Last Name First Name and Initial

Maiden Name (if applicable) ______________________________

HOME ADDRESS ______________________________ ____________ (Area) Phone

____________ ____________ ____________
City Province Postal Code

BUSINESS NAME AND ADDRESS ______________________________ ____________ (Area) Phone

____________ ____________ ____________
City Province Postal Code

PRESENT POSITION ______________________________

II EDUCATION

University, College or School Attended	Duration of Study	Major	Degree or Diploma received	Date received

III ☐ If you wish to become active in CHEA, check here.

Your interest ______________________________

IV The Membership Directory will be available in November for $5.00 to members (non-commercial use). You may order a copy now. Please enclose $5.00 with your fees payment.

V HAVE YOU HELD PREVIOUS MEMBERSHIP IN C.H.E.A.? Yes ☐ No ☐

VI PRESENT OCCUPATION — Please check Sections A and B. This information is required for the Membership Directory.

A
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☐ Educator
☐ Extension
☐ Freelance/Consultant
☐ Government
☐ Graduate Student
☐ Homemaker
☐ Nutritionist
☐ Social Services
☐ Other

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☐ University
☐ Post Secondary
☐ Secondary School
☐ Preschool/Primary
☐ Supervisor
☐ Communications/Media
☐ Consumer Studies/Services
☐ Equipment/Housing
☐ Family Studies
☐ Food/Nutrition
☐ Hospital/Institution
☐ Textiles/Fashion

VII CHEQUE ☐ MONEY ORDER ☐ enclosed in the amount of $ ____________

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The complete list of the CHEA Board of Directors is in your Membership Directory.

List of Exhibitors

The Exhibits Committee is pleased to advise the members of CHEA that the following companies will be among those exhibiting at the 1982 Conference

Agriculture Canada
Alberta Agriculture — Food Marketing Division
Alberta Hog Producers
Alpha Dairy Products
Beecham Canada Limited
Burns Foods Limited/Palm Dairies
Canbra Foods Limited
Canadian Tampax Corporation Ltd.
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Deadline for submission of articles or items for the Fall 1982 issue of the CHEJ is **August 1, 1982.**

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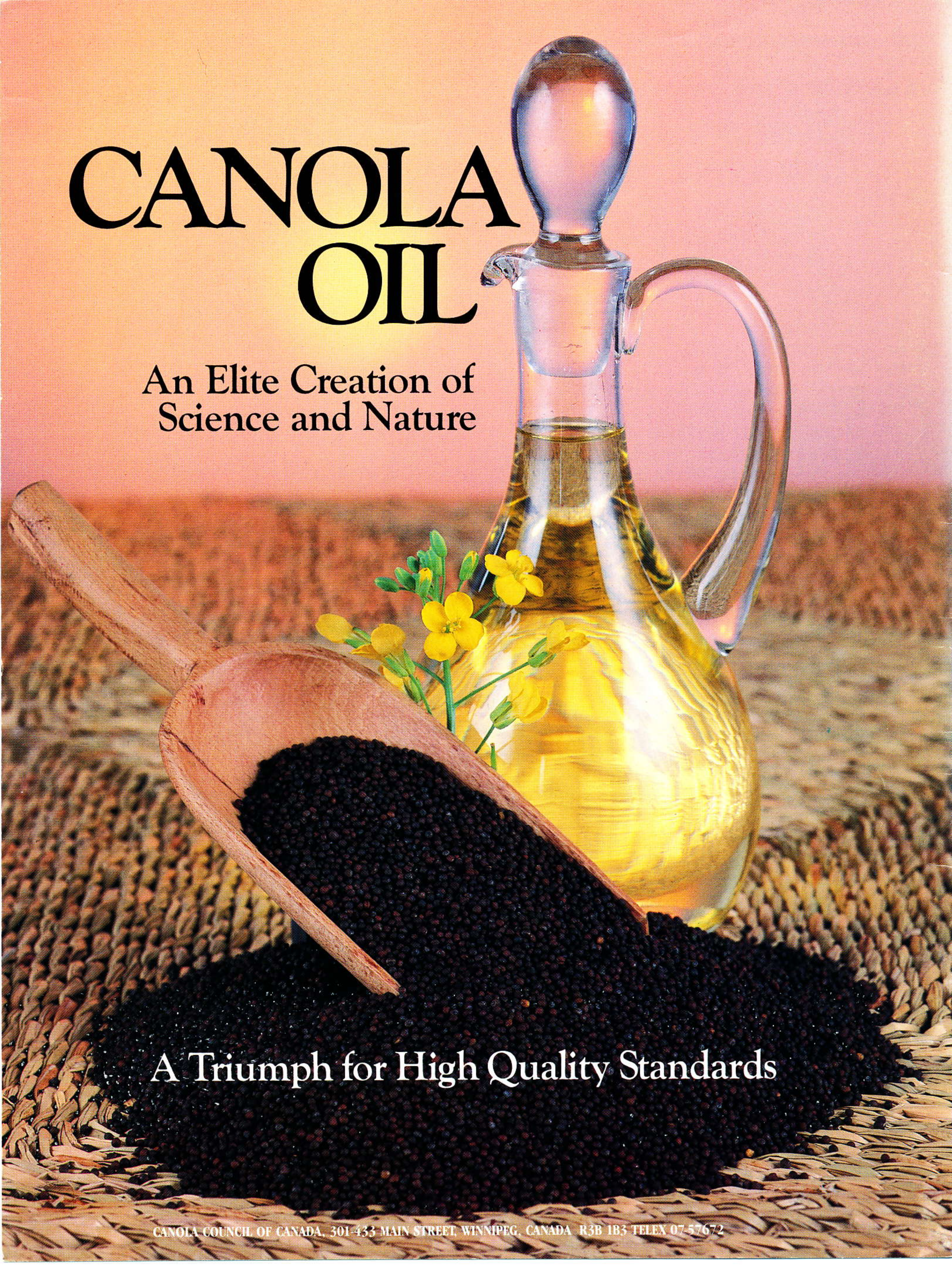
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